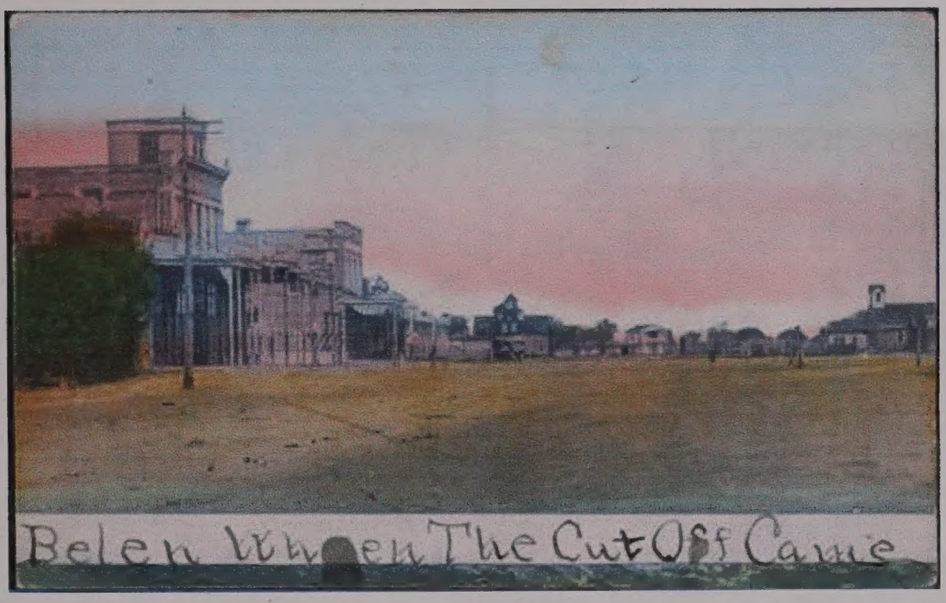
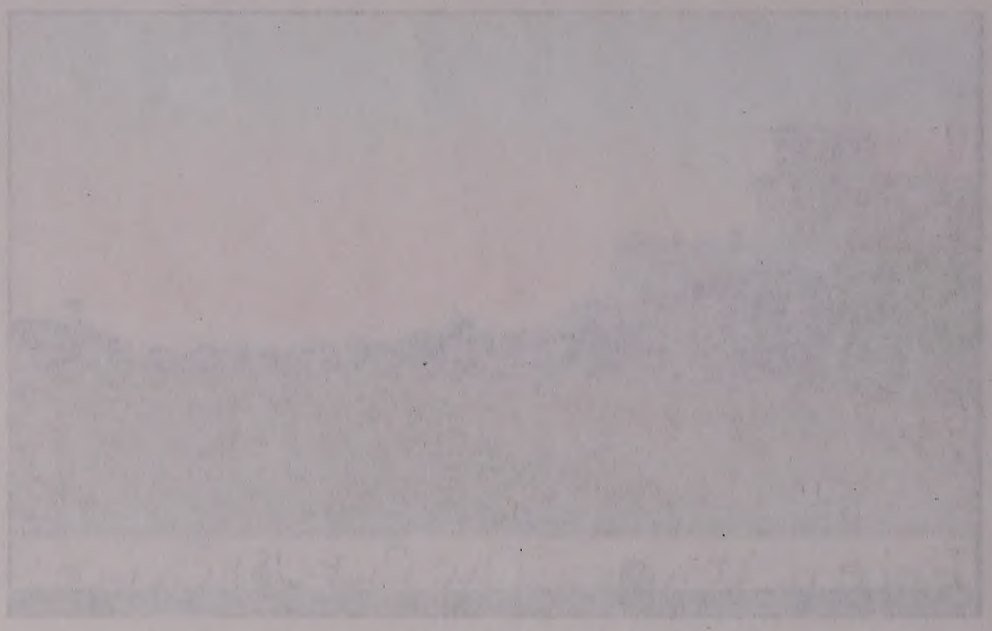

Belen When The Cut Off Came



BOB MARKOW - Photography

Marion Hurtig

Rt side standing next to
costumed woman

Woman Barber's Cow

bob Markow
PHOTOGRAPHY
1832 N. 7th AVE., PHOENIX, ARIZONA
ALpine 2-3327
WHEN ORDERING PLEASE REFER TO
NEG. NO. 4106-184

1992.002.2441

BELEN
CHAMBER
OF
COMMERCE

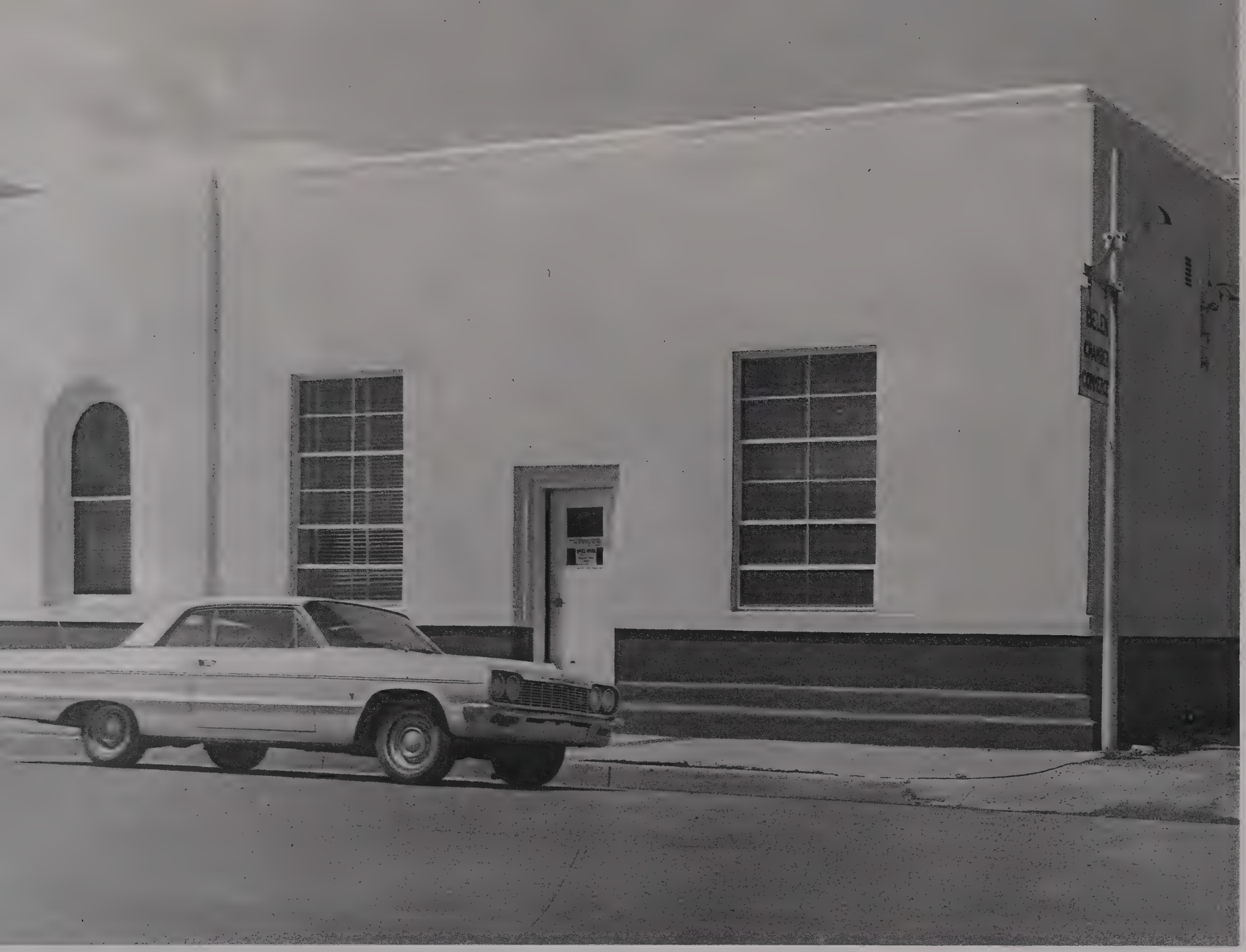
BELLE
CHAMBER
CONVEYOR

Chamber of Commerce office. Becker Ave. Aug 1968
THIS WAS AN ADDITION ADDED to the 1918 1st NAT. BANK building USED for bookkeeping

HARVEY HOUSE MUSEUM
P.O. Box 166
Belen, NM 87002

CV

VCNB



Belen Chamber of Commerce - in Rear of 1914 1st N. B. Building

8. What is the voucher? The voucher (N. Mex. Form No. 5) is the record of the transaction on which payment is made by

OIL OUTLOOK IS BRIGHT

Crude Oil Found at 30 Feet. Sand

LENZ PHOTO SHOP
P. O. BOX 576
212 SOUTH MAIN
BELEN, NEW MEXICO

LEN NEWS

THE ONLY NEWSPAPER PUBLISHED IN VALENCIA COUNTY

NO. 72

XICO, THURSDAY, MAY 15, 1924

OAN

Valen-

ing of Grants, Ion. Sil- Rafael. edy of Ir. Emil were ap- to get ment of uth str- County. writing ittee. agraphs s which by farm- an from riculture ed and efly. No full det- ulations, a circul- l) issued riculture 3, 1924. ains cop- connect-

ority for The Sec- is auth- es or lo- of seed ming pur- ght-stri- xico wh- t special ce exists, and sub- ns as he horization t of Con- 26, 1924. ilable for 000. can I ob- ount wh- n individ- l be made meet the agree to purchase the con- regulat-

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7. What is the note? The note is a promissory note (N. Mex. Form No. 3) supplied by the Department of Agriculture, in the amount of the application (Not to exceed $500), bearing interest at the rate of 5 per cent per annum, and maturing November 1, 1924. The note must bear revenue stamps in the amount of 2 cents for each $100 or fraction thereof. Postage stamps can not be used for this purpose.

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Dr. E. G. Brentari
Frank Fischer
Paul J. Feil
Dr. T. Espinosa
Rev. A. Cellier
Ellermyer
Antonio Gilbert
John Craig
Dr. W. D. Radcliff

Committe on By-Laws

J. H. Becker, Jr.
F. B. Caloun
Dr. T. Espinosa

Committee on Membership

Wm. LeBrun
Manuel Garcia
Elfego Baca
M. H. Tate
Claude N. Wilson
W. F. Kraft
Jack Oelhart

Committee on Roads & Travel

J. H. Becker, Jr.
Edwin Leupold
W. H. Becker
H. H. Wilson

Committee on Civics

Dr. E. G. Brentari
Dr. S. L. Wilkinson
F. C. H. Livingston

Committee on Publicity

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F. B. Calhoun
L. C. Becker
Elfego Baca
E. F. Scheele

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Crude Oil Found at 30 Feet. Sand

March 31, 1981

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The Chamber moved from the City Hall to Becker, from Becker to its present location. The building was donated by Bob Farrell, the ground by the school system.

13
12
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3
100

GREATER BELEN CHAMBER OF COMMERCE
PAST PRESIDENTS

July, 1940 - June, 1942
Edwin L. Leupold

1942 - 1944
B.L. Markus

1944 - 1945
Davis Butler

1945 - 1947
Austin Lovett

1947 - 1949
M.J. Johnson

1949 - 1950
Vince Murphy

1950 - 1951
Charlie Seery

1951 - 1952
Marvin Trembly

1952 - 1953
Gillie Sanchez

1953 - 1954
Kenneth Bradshaw/Salo Garcia

1955 - 1956
Mayo T. Boucher

1956 - 1957
Carter Waid

1957 - 1958
Herb Ellermeyer

1958 - 1959
Ted Douglas

1959 - 1960
Bennie Sanchez

1960 - 1961
Lee Auge

1961 - 1962
W.J. (Buster) Orbison

1962 - 1963
Luis Torres

1963 - 1964
Raoul Cordova

1964 - 1965
Gerald Lovett

1965 - 1966
Wayne Badsgard

1966 - 1967
Luis Torres

1967 - 1968
Donn Thompson

July, 1968 thru December 1969
Lyndel Ritchie

1970
Fidel Tabet

1971
Frank Seminara

1972
Earl Carr/Frank Seminara

1973
Herman Gabaldon

1974
Bud Jenkins

1975
Leonard Kirby

1976
Luz Chavez

1977
Robert Farrell

1978
Leo Gabaldon

1979
Willie Giron

1980
Nick Romero

1981
Lyle Painter/Gene Smith

1982
Phil Martinez Jr.

1983
Norma Chavez

1984
Pasqual Armijo

LEASE AGREEMENT

This Agreement made this_____day of_____,1950 by and between The Belen Town And Improvement Company, A New Mexico Corporation, hereinafter called the Lessor; and the Belen Chamber Of Commerce, An Un-incorporated Association, through its duly authorized officers, hereinafter called the Lessee;

WITNESSETH:

That the Lessor for and in consideration of the terms, conditions and covenants to be performed by the Lessee as hereinafter contained, does hereby lease, demise and let unto the Lessee the following described plot of real estate on North Main Street situated in the Town of Belen, County of Valencia and State of New Mexico, to-wit:

> Beginning at a point which is the Southeast corner of the area leased by the Lessor to the Railways Ice Company and extending from said beginning point South along Main Street a distance of 25 feet to the Southeast corner;
> Thence West, from said point a distance of 50 feet to the Southwest corner;
> Thence North, a distance of 25 feet to the Northwest corner;
> Thence East, a distance of 50 feet to the Northeast corner and point of beginning. Said land being a part of Lot Numbered Two (2) in Block Lettered "A" of the Belen Townsite as shown and designated on the plat of the Belen Townsite filed in the office of the Probate Clerk and Ex-Officio Recorder of the County of Valencia, State of New Mexico, on the 26th day of July, 1909.

1. TO HAVE AND TO HOLD unto the Lessee from and after the 1st day of _____,1950, for, during and until such time as the notice herein provided is given to the Lessee by the Lessor; and that the term hereof shall be construed to be a rental on a monthly basis.

2. THE LESSEE EXPRESSLY AGREES that the premises shall be occupied only for the location of a temporary building to be known as the Belen Chamber Of Commerce and for no other purposes.

3. To pay as rent, therefore, the sum of Five ($5.00) Dollars per month beginning on the 1st day of_____,1950, and continuing thereafter each and every month throughout the term of this lease;

4. To place a temporary building upon the premises which shall not be permanently attached to the real estate and which shall be removed from the premises as hereinafter provided;

5. To quit and deliver up the premises to the Lessor, its agent or attorney, peaceably and quietly as the same now are at the end of the term;

6. Not to suffer or permit any waste thereon, or to lease, assign or underlet, or to permit any person or persons, business or businesses, to occupy or improve the same without the express consent, thereto, in writing from the Lessor first had and obtained;

7. To quit and deliver up, to the Lessor, the premises upon sixty days written notice, from the Lessor to the Lessee, to remove any building or buildings temporarily placed on the premises by the Lessee; and to save the Lessor harmless from any liens, loss or damage to the premises occasioned by the occupation or removal of such buildings by the Lessee.

8. To save the Lessor harmless for any injury or damage either to person or property arising from any cause whatsoever or which shall occur, in any manner, in or about the said premises.

9. The Lessee agrees to furnish all the utilities necessary for the occupation and to remove the same at the termination of this lease.

10. THE LESSOR RESERVES a right to enter and view the premises, to make improvements thereon, and to expel the Lessee for default upon payment of any portion of the rent when due or in the event the Lessee should lease or underlet the premises, commit waste thereon, or permit any person or persons, business or businesses, to occupy the same without Lessor's permission;

IN WITNESS WHEREOF the Lessor and Lessee have caused this instrument to be executed and its seal affixed thereto the day and year first above written.

THE BELEN TOWN AND IMPROVEMENT COMPANY

(SEAL)

By_____
President

ATTEST:

_____

BELEN CHAMBER OF COMMERCE

By _____
President

(NO SEAL)

ATTEST:

_____
Secretary

STATE OF NEW MEXICO)
COUNTY OF VALENCIA) ss.

On this _____ day of _____, 1950, before me appeared L. C. Becker, to me personally known, who, being by me duly sworn did say that he is the president of The Belen Town And Improvement Company, A Corporation, and that the seal affixed to said instrument is the corporate seal of said corporation and that said instrument was signed and sealed in behalf of said corporation by authority of its Board of Directors, and said L. C. Becker acknowledged said instrument to be the free act and deed of said corporation.

Witness my hand and seal the day and year last above written.

(SEAL)

_____
NOTARY PUBLIC

My Commission Expires:

STATE OF NEW MEXICO)
COUNTY OF VALENCIA) ss.

On this _____ day of _____, 1950, before me appeared Vincent P. Murphy, to me personally known, who, being by me duly sworn did say that he is the president of the Belen Chamber Of Commerce, An Un-incorporated Association, and that said instrument was signed in behalf of the Belen Chamber Of Commerce by authority of its Board of Directors, and said Vincent P. Murphy acknowledged said instrument to be the free act and deed of the Belen Chamber Of Commerce; and that said association has no corporate seal.

Witness my hand and seal the day and year last above written.

(SEAL)

_____
NOTARY PUBLIC

My Commission Expires:

WHEREAS The Board of Directors of the Belen Chamber of Commerce have desires of a location on Main Street for the Chamber of Commerce office;

AND WHEREAS The Belen Town and Improvement Company owns a plot of ground on Main Street which it is willing to lease to the Belen Chamber of Commerce for a temporary office building:

AND WHEREAS a building committee has duly reported to the Board of Directors of the Belen Chamber of Commerce that it is feasible to construct an office building on a temporary foundation, not attached to the real estate, which may be placed upon said plot:

AND WHEREAS The Belen Town and Improvement Company desires that a Lease Agreement be executed for the rental of the premises and the Board of Directors of Belen Chamber of Commerce be bound by such agreement.

NOW THEREFORE be it resolved that the president be and he hereby is authorized to enter into and execute on behalf of the Belen Chamber of Commerce a Lease Agreement with the Belen Town and Improvement Company for a plot of ground on Main Street located in Block Lettered "A" of the Belen Townsite as shown and designated on a plot of the Belen Townsite duly recorded in the recorder's office, Los Lunas, New Mexico; and to bind the Belen Chamber of Commerce now, for and during the entire term of such Lease Agreement to all the terms, conditions, covenants and rentals recited in such Lease Agreement; and that said Lease Agreement be duly attested on behalf of the Belen Chamber of Commerce by its Secretary, Helen L. Campbell; and that their acts, in executing such Lease Agreement, be and they hereby are ratified and confirmed as the act and deed of the Belen Chamber of Commerce, an Un-incorporated Association.

Vincent P. Murphy

Clarence E. Gaussoin

Nat G. Silva

Earl E. Peter

W.P.Southard Jr.

N.J.Johnson

Charles E. Seery

J.B.Emond

Marvin Trembly

MEMBERS OF THE BELEN CHAMBER OF COMMERCE
YEAR 1967-68

MEMBERS	EMPLOYER, OWNER OR MANAGER	ADDRESS
Neal Alexander	A.T. & S.F. Ry. Co.	524 Gabaldon Rd.
John Aragon	Belen Schools, Supt.	South 4th St.
A.T. & S.F. Ry. Co.	Willard Gills, Agent	Belen
Baca Oil Co.	Rueben A. Baca	Star Rt. Box 4
Bernard Baca, Supt.	Los Lunas Schools	Los Lunas, NM
Becker Dalies Co.	Austin Lovett, Mgr.	101 N. Main
L.C. Becker	First Natl Bank of Belen	101 S. Main
J. R. Barton	Southern Union Gas Co.	509 Becker Ave.
Belen Auto Supply Co.	Stanford E. Wyatt	311 N. Main
Belen Butane Supply Co.	Charles Nicholson	Box 4
Belen Car Icing Co.	J. A. Seery	Belen
Belen Cleaners & Laundry	Elton Carroll	515 Becker
Belen Hotel	R.C. Callaway	200 Becker
Belen Motor Co.	Frank Seminara	401 N. Main
Belen General Hospital	Luis Torres	520 N. Main
Belen Realty Co.	Nancy & Jay Allen	River Rd. Box 492
Belen Sand & Gravel	W. T. Stone	509 N. 5th
Belen Savings & Loan	W. R. Sanderson	634 Becker
Belen Town & Improv.	E. H. Leupold	Box 196
Dr. Ralph Brower	Osteopathic Physician	101 N. 6th
Billies Fashions	Billie Bottoms	205 N. Main
Blackies Shoe Repair	Blackie Heth	927 Picard
Buckland Pharmacy	Elmer Atwood	600 Dalies
M. T. Boucher	Attorney	702 Dalies
W. A. Burns	Retired	301 N. 5th
Carlos Lounge	Carlos Tabet	520 S. Main
Sam Chavez	Public Service Co.	718 Dalies
Chick Leveling Ser.	Julius L. Chick	Rt. 1 Box 34A
Chavez & Cowper	Attorneys	502 Becker
Caldwell Motor Co.	Earl Caldwell	322 N. Main
City Hotel	Oliver J. Blais	100 W. Reinken
Raoul Cordova	First Ntl Bank of Belen	100 S. Main
Corley Homes	Gene Corley	2716 20th NW Alb.
Culver Ins. Agency	Roy Culver	203 N. Main
E. H. Dains	A.T. & S.F. Ry. Co.	Belen
Daisys Gro.	Alvaro Maestas	201 S. Main
Eddie DeAnda	First Ntl Bank of Belen	100 S. Main
DeBaca Credit	Dan DeBaca	113 S. Main
Delta Insurance	Russell Dalies	Box 465
Dempseys Texaco	Ron & Robert Dempsey	731 N. Main
Davis Floral	Mrs. G.E. Davis	404 Dalies Ave.
Dils Electric Co.	Fred Dils	110 N. Main
Dils Construction Co.	Tom Dils	Box 106
Larry Edwards	Public Service Co.	718 Dalies
El Paso Natural Gas Co	C. L. Gibson	Box 487
F & E Department Store	H. O. Ellermeyer	221 S. Main
First Ntl Bank, Belen	John C. Johnson Exec. VPres	100 S. Main
Alfred Fischer	Belen Schools	Mesa Rd.
Franks Market	Frank Tabet	River Rd.
Gambles	Donn G. Thompson	210 S. Main

Gallegos Insr.	Nestor Gallegos	1015 Didier Ave.
Linday Garcia	Accountant	1500 Reinken
E. Garcia Gro.	Eva Glidewell	112 Becker
Jay Gardner Real Est.	Jay Gardner	River Rd.
Gils Bakery	Gillie Sanchez	239 N. Main
Goodyear Store	Bill Phillips	320 N. Main
Alex Gonzalas	Public Service Co.	718 Dalies
Grim Drilling Co.	Robert Grimm	Box 164
Goodson Leveling Ser.	Raymond Goodson	St. Rt. Box 55B
Hadley Auto Transport	E. O. Hull	Box 543
S. L. Hanan	A.T. & S.F. Ry	1007 Esperanza
Hansen-Waldrop Ford	H.Hansen-JD Waldrop	724 Dalies
J. D. Hatch, Pastor	Presbyterian Church	418 Reinken
Marion Herlihy	First Ntl Bank of Belen	100 S. Main
Jennies Sundries	Mrs. Joe I. Aragon	311 S. Main
M. J. Johnson Insur.	Mrs. Katie Johnson	606 Dalies
R. E. Johnson	A.T. & S.F. Ry	Belen
KARS Radio Station	Carter Waid	Box 203
Kotchs Cafe	George Shigmatsu	216 S. Main
Dr. A.W. Llewelyn	Osteopathic Physician	105 N. 6th
Lloyds Cafe	Lloyd Dunham	106 Becker
Love Electric Co.	John Love	Rt. 1 Box 355
Lovett Oil Co.	Gerald Lovett	824 W. Castillo
Louie's Barber Shop	Louis Padilla	215 S. Main
Main Pharmacy	Harold Bergeson	214 S. Main
Dr. C.C. McDougal	Optemetrist	851 Castillo
Mesa Motel	Mrs. Judy Brown	N. Main
Mike & Ernest's Ser.	Ernest Vallejos	1003 S. Main
Millers Conoco Service	Orville Miller	616 N. Main
Melva's Bookkeeping	Melva Tietjen	705 Goebel
Mt. States Telephone	Lyndel Ritchie	616 Reinken
News-Bulletin	Carter Waid	Box 25
W. O. Nelson	Accountant	616 Dalies
G. A. Mize	A.T. & S.F. Ry	Belen
Jack Neeley	First Ntl Bank of Belen	100 S. Main
Paul's Chevron	Paul Trujillo	220 S. Main
Penny Saver Speed Wash	Leta Burson	510 N. Main
Peralta Insr. Agency	Florencio Peralta	414 S. Main
Pete's Cafe	Pete Torres	N. 1st St.
Phil's Hardware	Phil Trujillo	102 Becker
Plaza Realty	H. Gabaldon E. Baca	231 N. Main
Grant Prina	Mt. States Telephone	616 Reinken
Public Service Co.	Wayne Badsgard	718 Dalies
Piggly-Wiggly	Rod Sanchez	Belen
Raborn Market	Ford Raborn	Town & Country
Ranchero Builders	Earl Peter	501 N. Main
Rio Grande Estates	Rob't Ramsey	E. of Belen
Rio Grande Oil Co.	Walter Steele, Jr.	Box 3147, Alb.
Dr. J. A. Rivas	M. D.	855 W. Castillo
R & J Advertising	Carol Smrt	616 Dalies
Romero Funeral Home	A. Romero-S. Garcia	609 N. Main
Sachs Appliance Co.	Pilar Sachs	225 N. Main
Fidel Sanchez	Becker Dalies	101 N. Main
Meliton Sanchez	County Manager	S Rt. 2, Box 185
Safeway Store	Joel Hughes	Reinken
Sears Roebuck & Co.	R. L. Allen	7th & Reinken

Society Cleaners	Madeline Schwalm	200 N. Main
Southern Union Gas Co	E. K. Jenkins	509 Becker Ave.
Sprouse-Reitz	Brooks Nash	103 N. Main
Salo's Gro.	Salomon Maestas	S.Rt. Box 185
Jack Sheldon	Southern Union Gas Co.	509 Becker Ave.
Ralph Spillers	First Nt. Bank of Belen	100 S. Main
Stamps Music Store	A. F. Stamps	207 N. Main
Roy Storey	Public Service Co.	718 Dalies
Sugar Bowl	Marvin Glidewell	219 Becker
Tabet Drug Store	Fidel Tabet	Reinken Ave.
Tasty Freeze	Edith Caswell	600 N. Main
Ted's Body Shop	Ted Peffer	838 Castillo
T.G. & Y. Variety Store	Therold Cullumber	Reinken
Dr. J. H. Tiedemann	Public Health Officer	Box 185
Town & Country Plumbing	Tim Wingerd	Rt. 1 Box 550 LL
Trembly's Jewelry	Marvin Trembly	208 S. Main
Jack Wood	County Commissioner	Box 501 Belen
Valencia Co. Abstract	Frank Coplen	1109 Esperanza Dr
Allene Woodmanse	Real Estate	S Rt. 2 Box 80 LL
Yates Steak House	Bill Yates	612 Reinken

ALBUQUERQUE MEMBERS

Am. Linen Supply Co.	Denis J. Benny	217 Roma NW
Archuleta Sign Ser.	Carlos A. Archuleta	1330 LaVega Dr SW
Better Business Bureau	Charles Roskell	Box 2042
Creamland Dairies	Al I Orlebhe	1911 2nd NW
Excelsior Laundry	C.Y. Jackson	Box 584
Joe G. Maloof & Co	Joe G. Maloof	Box 1086
Ponca Wholesale Mercantile	Weldon Hill	Box 981
Pucci Distr. Co.	Ed. G. DeWilde	1416 1st St. NW
Rainbo Baking Co.		111 Montano NE
Romney Produce		1707 CommercialNE
Royal Crown Cola	NW Minces	1506 CandelariaNE
Seven-Up Bottling Co.	John C. Marshall	2101 Claremont NE
Schwartzman Packing Co		2nd. SW
Strong Throne Mortuary	Wallace Thorne-Oren Strong	1100 Coal SE

MAP

OF THE

BELEN TOWN SITE

OWNED BY

THE BELEN TOWN AND IMPROVEMENT COMPANY,

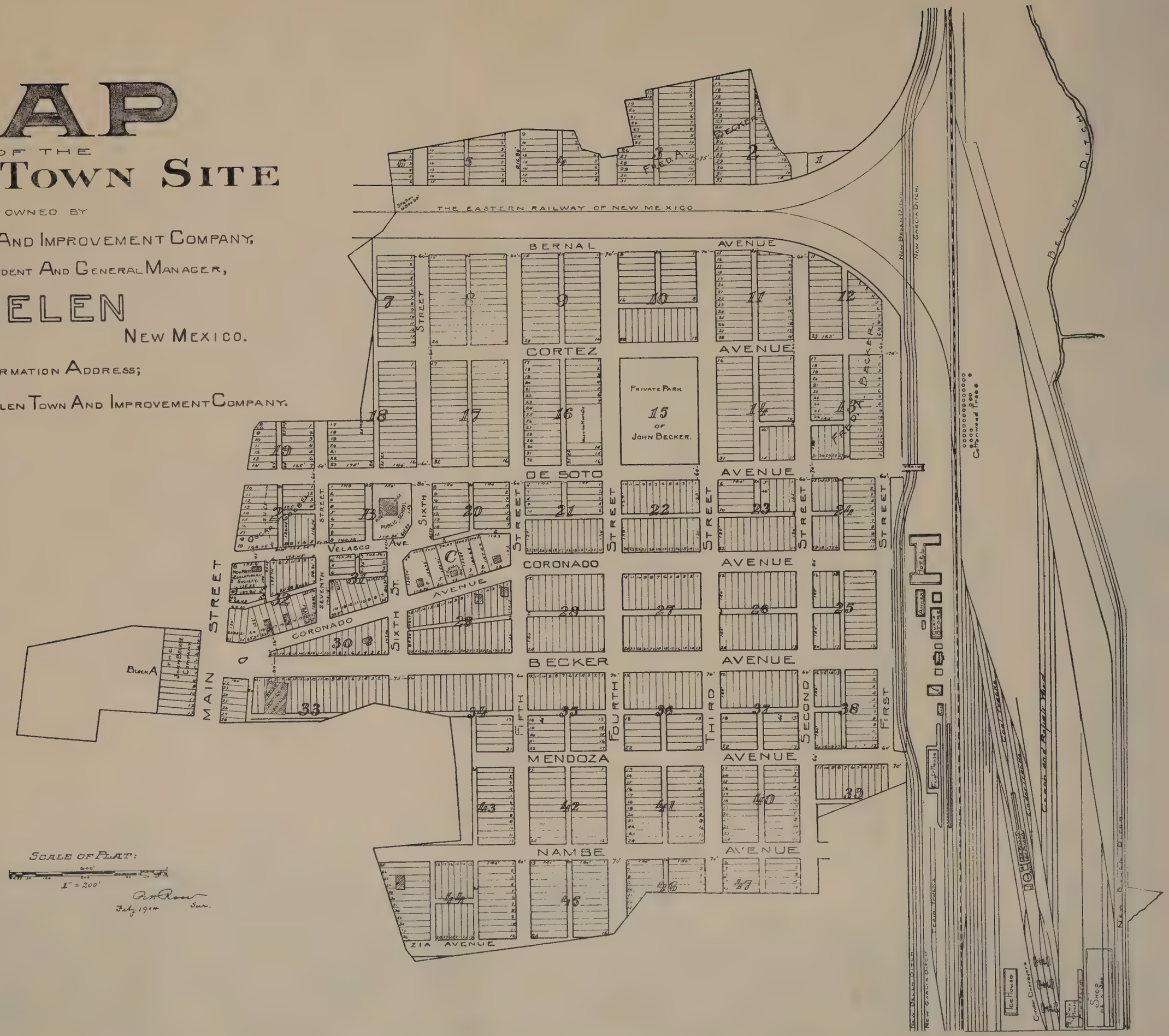
JOHN BECKER, PRESIDENT AND GENERAL MANAGER,

BELEN

VALENCIA COUNTY, NEW MEXICO.

FOR PRICES AND OTHER INFORMATION ADDRESS;

THE BELEN TOWN AND IMPROVEMENT COMPANY.



March 31, 1981

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(Not to exceed $[illegible]), bearing
interest at the rate of 5 per cent
per annum and maturing Nov-
ember 1, 1924. The note must
bear revenue stamps in the am-
ount of [illegible] cents for each $100 or
fraction thereof. Postage stamp-
ed envelope for each note
sent.

OIL OUTLOOK IS BRIGHT FOR BELEN.

Crude Oil Found at 20 Feet Sand

WITHOUT THE ORGANIZED HELP OF THE CHAMBER OF COMMERCE, HOW MANY OF THESE THINGS COULD YOU HAVE DONE BY YOURSELF?

ACCOMPLISHMENTS OF THE CHAMBER OF COMMERCE FOR THE YEAR 1954-1955

1. Sponsored the building of the recreational area near the river.

2. Cooperated with the County Agent in entertaining 200 Texas farmers and 200 Iowa farmers on a tour of the Middle Rio Grande Valley.

3. Met with the Traffic and Safety Department of the State Highway to discuss traffic conditions at the intersection of Main, Becker and Dalies streets. The Highway showed that the volume of traffic was not large enough to warrant a traffic light at this point.

4. Contacted City about removal of dead trees in the park.

5. Contacted Highway department about condition of Highway 6 through Belen and east to the river. This has resulted in the excellent road to the river.

6. Cooperated with Valencia County Fair Board in promoting the fair. The Chamber sponsored the parade and took charge of the entrance gates to the fair grounds.

7. Prepared a file of information on Belen for the Frost Oil Co who had announced plans for building a refinery in central New Mexico.

8. Contacted the State Highway Commission about widening the overpass and also the highway between Belen and Los Lunas. This has been delayed because of right-of-way requirements but plans are shaping up so that work will possibly start by late summer.

9. Invited several High School Bands to participate in our Valencia County Fair Parade. Mountainair, Socorro, Los Lunas and Belen accepted. The visiting band students were guests of the Chamber for lunch.

10. Your Chamber tried to protect business firms and citizens of Belen against loss of time and money in a campaign against solicitors of donations, subscriptions and advertisements.

11. Your Chamber is still working towards securing a right-of-way for a road to Triego Canyon.

12. Cooperated with the High School in setting up classes in selling and merchandising.

13. Sponsored the Annual Hallowe'en and Christmas parties for the children of Belen.

14. Solicited money for the Christmas lighting program. Made it possible for the citizens of Belen to buy strings of Christmas lights at a very reduced price.

15. Wrote letters to different divisions of government asking for additional appropiations for our public library.

16. Applied for a library of information for small businessos from the Department of Commerce. Have just recently been assured that we would get this.

17. Called a meeting of representatives of all civic and fraternal clubs, the city council and school officials to discuss the 1-cent cigarrette tax as a means of raising funds for a new swimming pool. The tax was passed and is being collected. The new 1-cent state tax that was passed soon after that has delayed immediate action on the construction of the pool but all difficulties are being cleared and work should start in the near future.

18. Asked the Postal Transportation department to investigate the delay in mail service in and out of Belen. This resulted in additional services.

19. Sponsored the Aqualante Fund Drive to raise money to support the Colorado River Storage Project. $450.00 was raised with 374 members.

20. Staged Minstrel show to raise money for a building fund. This money will be kept in a separate fund and will be used only towards moving the present building to a new location near Main street or to secure a different office building.

21. Secured 8 cement tables from the State Highway Department for the picnic area.

22. Invited the Central Teachers Association and also Valencia County Bus Drivers Association to hold their next years meetings in Belen.

23. So as to better understand the increasing trend to shop away from home, your Chamber sponsored a survey for the Belen merchants. 408 people were interviewed by students of the High School Distributive Education class.

24. Made it possible for the following organizations to hold meetings in the Chamber building without cost to them:

Girl Scouts
Fair Board
Game Protective Association
Sheriff's Posse
Beta Sigma Phi
4-H Clubs
Women's Bowling League
Red Cross
Pilot's Club
Boy Scouts
Disabled American Veterans
State Sanitation Classes
Extension Clubs

Most of these groups hold daily, weekly or bi-weekly meetings. Private parties are charged $5 for the use of the building.

25. Have kept a file of National Publications for the use of anyone seeking information of this kind.

CHAMBER OF COMMERCE OFFICERS FOR THE YEAR 1954-1955

Herbert Ellermeyer, President — Luis Torres, Vice-President
Martha Atkinson, Secretary

Directors

Herbert Ellermeyer
Luis Torres
Henry Salazar
Bennie Sanchez
Austin Lovett
Emmitt Franklin
Carter Waid
Marvin Trembly
Roy Culver
Gil Sanchez
Russell Ashbrook
M. L. Boucher

ACCOMPLISHMENTS OF YOUR CHAMBER OF COMMERCE DURING THE YEAR 1950-1951

1. Your Chamber of Commerce three different times planned and successfully carried out goodwill tours to the communities of Bosque Farms, La Joya and Mountainair. It is a fact that these tours have helped, in a dollars and cents way, almost every merchant in Belen.

2. Your Chamber of Commerce was instrumental in promoting the formation of the New Mexico Milk Products Company. This one accomplishment alone will be worth more than the entire budgets of your Chamber of Commerce for the last several years. Its growth is already amazing and the future of the company promises to be phenomenal. The bi-weekly cream checks issued from the Belen office will total thousands of dollars ..... the obvious result being more money spent locally.

3. Your Chamber of Commerce was instrumental in conducting the recent survey to prove that an overpass is badly needed over the local Railroad crossing. The data assembled during that survey and other related material was put into the hands of our legislators and congressional approval of the project was obtained in the last legislature.

4. Your Chamber of Commerce promoted and assisted in the recent 1st Annual District 12 Basketball Tournament held in the local gymnasium. This project brought in an estimated 1000 additional persons to the town of Belen.

5. Your Chamber of Commerce at the request of the local High School authorities raised money to send the Belen High School Band to El Paso to participate in the activities surrounding the recent Sun Bowl game there.

6. Your Chamber of Commerce gave valuable assistance to the Valencia County Fair Association and helped make it continue its yearly growth.

7. Your Chamber of Commerce coordinated the program and participated in the huge Halloween Party last October ..... a genuine community spirit project.

8. Your Chamber of Commerce picked up the ball and conducted the annual Christmas party last Christmas.

9. Your Chamber of Commerce answered hundreds of inquiries from potential homemakers and industries and provided them with instructive and persuasive literature.

10. Arranged convenient bus schedules to bring in people to Belen to shop and take them home.

Almost any project of any consequence in Belen has had its inception in the Chamber of Commerce .. usually around the weekly luncheon meeting of your board of directors. These men are your elected representatives for a better Belen. They are on the job constantly pulling the wagon. They give their time and money so many times because others have failed to do so. If YOU are dragging your feet, pick them up, and put your shoulder to the wheel and make the year 1951-52 the best ever.

SUGGESTED CHAMBER OF COMMERCE PROJECTS

1951-1952

1. Promote plan to number all houses and identify all streets in Belen.

2. Promote even more earnestly, retail business from the immediate surrounding communities.

3. Promote more goodwill tours in the outlying districts of the Belen area.

4. Promote a plan to keep Main Street clean and urge continuation of the plan for stop lights on Main Street.

5. Promote more and stronger community participation the Valencia County Fair.

6. Make available a more up-to-date map of the Town of Belen.

7. Constantly strive to promote ideas and projects that are beneficial to the community.

8. Get at least one new business or industry into Belen.

9. Continue work on overpass.

10. Work toward widening overpass at north edge of town.

11. Expansion of telephone facilities, particularly in the rural areas.

12. Eliminate telephone toll charge botween Belen and Los Lunas.

PROPOSED BUDGET 1951-1952

Salary	2000.00
Telephone & Telegram	200.00
Postage	150.00
Organization Dues	100.00
Travel Expense	150.00
Local Publicity	150.00
Office Supplies	200.00
Folders	550.00
Public Service Co.	30.00
Southern Union Gas Co.	30.00
City of Belen (Water)	25.00
Social Security	35.00
Miscellaneous	300.00
Retail Business Promotion	480.00
	4500.00

EXPENDITURES JULY 1-1950 -- JUNE 1-1951

Salary	1500.00	
Telephone & Telegram	191.35	
Postage	84.00	
Organization Dues	45.00	
Travel Expense	62.48	
Local Publicity	163.97	
Office Supplies	200.90	
Public Service Co.	17.90	
Southern Union Gas Co.	27.62	
City of Belen (Water)	23.69	
Social Security	35.70	
Lease on Building Site	30.00	
High School Band to El Paso	450.00	
District Tournament	127.80	
Goodwill Tours	35.94	
Annual Banquet	93.92	
Miscellaneous	81.14	
	3171.51	
Deposits July1-1951-June 1-1951		2843.60
Balance June 1-1950		203.17
	3046.77	3046.77
	- 124.74	

SALES TALKS

Answers to objections of potential members.

OBJECTION: "There are too many requests. I can't afford to contribute to the Chamber of Commerce."

ANSWER: "Chamber of Commerce membership is not a contribution. It is an investment. The Chamber's program is business expansion. It is the only citywide organization working for business on such problems as the overpass; new industries; publicity for the city; etc. Directly or indirectly you will benefit because your opportunity is greater in a growing city.

OBJECTION: "I don't have time to attend meetings."

ANSWER: "All the more reason why you should help with your money. We want you, but if you can't meet with us, we need your support. It takes oats to make the mare go. The success of the Chamber depends on a sound program, backed by adequate manpower and money.

OBJECTION: "I may join later."

ANSWER: "But that may be too late. Other cities are active now. Other Chambers of Commerce are nibbling at our trade territory now. Heads of large national corporations are making their decisions about the location of branch plants now. Your Chamber of Commerce membership is like advertising; it must be continuous to be effective. "You can't advertise today and quit tomorrow."

OBJECTION: "My business is too small."

ANSWER: "One way to make it larger is to join the Chamber of Commerce. You can make contacts through the Chamber dining-rooms, through the Good Fellowship, through committee work and in many other ways. At the Chamber you meet a large part of Belen's business managers. Meet business where business meets."

OBJECTION: "I am a professional man and don't need the Chamber of Commerce."

ANSWER: "No professional man ever prospered in the middle of the Sahara desert. It takes a city to give the professional man his opportunity. A new industry means new patients for the doctors and dentists and as many new clients for lawyers. Professional men are taxpayers, and as such benefit from the civic activities of the Chamber. Contacts and an expanding clientel is necessary to a continuing practice in the professional field. Join the Chamber of Commerce.

OBJECTION: "I don't agree with a lot of the things the Chamber does."

ANSWER: "Of course not. The only way the Chamber of Commerce can avoid disagreements here and there is by adopting a do-nothing policy. And you wouldn't want that kind of a Chamber of Commerce. Besides if you check up you'll find that the worst critic of the Chamber will admit that 90% of the things it does are good for Belen.

OBJECTION: "The Chamber of Commerce isn't doing anything."

ANSWER: "The Chamber sponsored Good Will Tours which proved very profitable to the merchants; helped with the District Tournament; Sent our Belen High School Band to the Sun Carnival in El Paso; assist with the Valencia County Fair. Obtained the signatures of nearly 2000 people on petitions for an overpass; cooperate with other organizations on a Halloween party for the kids; and our solicitation program is working better all the time. We also started the ball rolling toward getting the New Mexico Dairy to establish their plant in Belen. We are very busy at Christmas getting the town decorated and having treats for the children. Now we are working on expansion of telephone facilities. Come into the organization and find these things out for yourself.

OBJECTION: "We're just a branch of a national corporation. We don't owe anything to Belen."

ANSWER: "You wouldn't be here if Belen didn't offer you a congenial background for your operations and good living conditions for your family. Those conditions didn't just happen. S omebody made them happen by organized effort and it will take organized effort to keep them. We appreciate the fact that your company located here -- but isn't it a fifty-fifty deal? And don't you realize that your best public relations policy is to take an active part in community affairs?"

THE WINE CASK

Once upon a time some villagers decided upon a feast and as none of them had great wealth, it was decreed that each should bring a bottle of his choicest wine, which he would contribute to a big cask for the use of all.

One villager said to himself, "Why should I give fine wine for the good of all? I will fill my bottle with water, empty it with the others. My misdeed will be undetected and my wine will be saved for my own use." And forthwith he did so.

And behold, when the time of the feast was at hand, only water flowed from the cask. Each villager had substituted water for wine, saying "My contribution will not be missed."

BOB MARKOW - Photography

MARION Hanling Back Row 4th from Capt.

WOMENS BANKER CONVENTION.

bob Markow
PHOTOGRAPHY
1832 N. 7th AVE., PHOENIX, ARIZONA
ALpine 2-3327
WHEN ORDERING PLEASE REFER TO
NEG. NO. 11-1-62-10

Past
Future
City of Belen

BELEN
CHAMBER
OF
COMMERCE

1960s

North of Bucher Dairy

2018-003-003

Bullen Nim

Bullen Chamber at Legislature event in Santa Fe.

BELEN
CHAMBER
OF
COMMERCE

THESE BUSINESS FIRMS ARE NOT MEMBERS OF THE BELEN CHAMBER OF COMMERCE

BUSINESS	NAME	ADDRESS
A & S Enterprise	Alex G. Sanchez	314 N. 13th St.
Abe's Glass & Glazing	Abe Chavez	630 S. Main
Acme Trenching Service	Gilfred Chavez	415 S. 2nd St.
Alex Service Station	Alex Jaramillo	222 N. Main
Allied Budget Co., Inc.	Dean Nichols	113 S. Main
Al's Styling Salon	Aurelio Padilla	201 N. Main
Associates Finance Co.		206 S. Main
Auge Sales & Service	Lee Auge	River Road
Belen Locker Plant	M. J. Anderson	212 S. 5th
Belen Merchant Police & Escort Service	Gilbert Torres	1104 Dillon
Belen Bottling Co.	Henry H. Borrowdale	618 N. 4th
Belen Cabinet Shop	Roberts	318 S. Main
Belen Shell Service	Edwin Buxton	500 N. Main
Beneficial Finance Co.	B. A. Watts	520 Becker
Bernies Mexican Curios	Ruben B. Baca	406 S. Main
Bethel Battery	Karl Jones	114 N. 2nd
Blackie's Shoe Repair	Gene L. Heth	927 Picard
H & R Block Co.		515 Reinken
Baldonado Construction	Arsenio Baldonado	
Belen Painting Service	A. C. Fernandez	319 Wisconsin
Belen Service Station & Gro.	J. R. Chavez	607 S. Main
Bobs Lounge	Fred I. Chavez	528 Becker
(Candy Vending Machines)	Ruth Bohannon	1111 Rosedale Circle
Dr. E. G. Brentari	(Dentist)	826 W. Castillo

BUSINESS	NAME	ADDRESS
Brooks Apartments	Joe S. Sanchez	
Dr. Richard E. Brubaker	Physician	103 N. 6th
Caboose Bar	Bennet Hall, Jr.	114 Becker
Carolyn Calkins	(Sewing & Draperies)	517 No. 3rd
Campbells Auto Service	Victor Campbell	209 S. 2nd
Campbell's Barber Shop	Fred Campbell	518 Becker
Campbell's Sheet Metal Shop	Victor Campbell	538 Gabaldon Rd.
Campbell's Sport Shop	Fred Campbell	518 Becker
Austin Capps	(Builder)	
85 Trailer Park	Mrs. Barney Carabajal	711 S. Main
Castillo's Cabinet Shop	Juan Castillo	1003 Santa Anita Dr.
Castillo Gas & Oil	R. C. Castillo	200 Reinken
Castillo Gas & Oil #2	R. C. Castillo	802 N. Main
Castillo's Shoe Repair Shop	Hernandez Castillo	405 S. Main
Selso Castillo's Repair Shop		731 N. Main
Catalina Town House Apt.	Mr. Eddie Peter	326 N. 6th
Cele's Barber Shop	Celedon J. Trujillo	512 N. 3rd St.
Central Barber Shop	Elfego H. Baca	512 Becker
Chavez Radio & Television	E. L. Chavez	112 N. Main
Chavez West Castillo Gro.	Joe J. Chavez	1129 W. Castillo
Circle T Drive-In	Gilbert Tabet	523 S. Main
Clevenger Heating & Plumbing	B. E. Clevenger	1242 Dillon
Collins Stop & Shop	Clyde Collins	909 S. Main
Cordova's Wood Yard	Pula Cordova	523 Castillo
Dr. W. J. Cote	(Dentist)	601 Dalies
Culp Shoe & Clothing	K. J. Fisher	204 N. 2nd
Curl Beauty Shop	Mrs. Eloy Sanchez	1016 Didier
Dairy Queen	Ken & Lydia	116 S. Main

BUSINESS	NAME	ADDRESS
Davea Tavern	David Castillo	900 S. Main
Davids Men & Boy's Wear	David R. Cordova	223 N. Main
DeMaster's Interior Trim & Supply	J. L. DeMasters	223 DeSoto
Dempseys Texico	Ron & Robert Dempsey	731 N. Main
Dens Den Barber Shop	Dennis R. Cordova	1111 Delgado Ave.
Dr. F. J. DeVochts	(Chiropractor)	1005 West Gilbert
The Eagles Nest	Elisero Chavas	519 Baca Ave
Ealy's Jewelry	Richard Ealy	211 S. Main
Ed's Bar	E. B. Sanchez	309 S. Main
Eddies Pkg. Store	Henry Jaramillo	520 N. 3rd
Echmen Repair Shop	George Echman	419 N. 6th
Ernest's New & Used Furniture	Ernest Chavez	309 N. Main
Evetts #3	C. R. Evett	117 S. Main
Flowers From Bea	Bea Danner	600 N. 5th
Foxey's Chicken to Go	Fern D. Fox	830 N. Main
Franks Auto Service	Frank Cordova	1010 S. Main
Frank's Tailor Shop	Frank Kaneshiro	218 Becker
George Gabaldon	(Contractor)	1006 W. Reinken
Justo Gabaldon Food Market	Justo Gabaldon	614 Becker
Gallegos Insurance	Manuel A. Gallegos	1101 W. Chavez
Wm H. Garrett	(Contractor)	Rio Grande Estates
Gibson Repair Shop	Pat Gibson	1200 W. Chavez
Gilbert's Food Market	Horacio Gilbert	321 S. Main
Horacio Gilbert Insurance	Horacio Gilbert	321 S. Main
Greiner Cigarette Sales	Jake Greiner	Rosdale Circle
Hanff's Const. Co.	Walter Hanff	605 Campana Dr.
Hank's Plumbing & Heating	Henry Grubaugh	300 S. Main
Henry's Barber Shop	Henry C. Montoya	616 Reinken

BUSINESS	NAME	ADDRESS
Henry's Super Market #1	Henry Jaramillo	520 N. 3rd
Henry's Super Market #2	Henry Jaramillo	619 N. Main
Hi Lonesome Bar	M. A. Chavez	630 N. Main
Hub City Electric Co.	David Garcia	1200 W. Castillo
Hub City Upholstery	Gilbert Sanchez	816 S. Main
Hub Furniture	Benny Sanchez	204 N. Main
Hub Motel	Esquel P. Padilla	607 N. Main
Richard Huff	Ice Cream Vending Truck	1030 W. Gilbert
J & J Body Shop	Joe Jaramillo	411 3rd St.
Jacks Garage	Jack New	908 S. Main
Jacobs Court	Janice Coleman	1115 S. Main
Jane's Ceramics & Gifts	Jane E. Kirby	122 N. Main
Janie's Beauty Shop	Reta Snyder	122 N. Main
C. V. Knisely Speed Wash	C. V. Knisely	600 S. Main
King Korn Stamp Co.		625 N. Main
La Hacienda Apts.	Stewart Rose III	N. 2nd
Leo's Hair Styling	Leo Mendoza	207 S. Main
Leo's Pool Hall	Leo Baca	116 Becker
Leslie's Mobil Service	Leslie Selwyn	919 S. Main
Leupold Auto Service	Art Leupold	520 N. 4th
Lindy's Chevron Station	Charles L. Patterson	701 N. Main
Little Art Gallery	Bessie Lee Jacobs	213 S. Main
Lomenick Insurance Agency	Theodore J. Lomenick	103 E. Aragon
Lota Burger Drive-In	D. J. Jurgenson	706 N. Main
Louie's Barber Shop	Louie Padilla	219 S. Main
Mike & Ernest Super Service		1003 S. Main
Mike's Service	Mike Vallejos	301 N. Main
Modern Barber Shop	Joe Leo Romero	229 N. Main

BUSINESS	NAME	ADDRESS
National Pride Car Wash	Joe Leo Romero	610 N. Main
Norma's Beauty Shop	Larry Standard	514 N. 3rd
Onate Theatre	Richard Huff	706 Dalies
Padsan Fence	Nick Sanchez	
Pat's Barber Shop	Pat Jaramillo	229 Coronado
Pat's TV & Radio Ser.	Pat Jamison	400 S. Main
Paul & Joe's Repair	Paul Torres	804 N. Main
Payless Gro.	Frank Rivera	600 Bernard
Pete's Trenching	Pete Chavez	1002 W. Reinken
Primo's Barber Shop	Leandro C. Sanchez	628 N. Main
Railroad Club	Sam Cooke	101 N. 2nd
Rancho Verde Motel	Wayne Wilkenback	459 N. Main
Rigg's Key Shop	Bill Riggs	319 Dalies
Rim Light Photo Shop		523 Reinken
Rio Grande Const. Co.	Tabets	601 Baca
Romero Building Maintenance	Pat A. Romero	208 San Lorenzo
Ins. & Real Estate	Joe Leo Romero	610 N. Main
Rusty's Auto Service	Winston R. Poe	200 N. 2nd
S & D Const. Co.	Trujillo & Ulibarri	515 Castillo
Sachs Auto Parts	Henry Sachs	419 S. Main
Dan Salazar Repair Shop	Dan Salazar	818 Gilbert
Santa Fe Reading Room	C. E. Martin	Santa Fe Depot
Filo Sedillo, Ted Howden	Attorneys	506 Becker
SnoWhite Ba kery	Eddie Sanchez	614 Reinken
Speedway Drive-In		700 N. Main
Speedy's Welders Supply	Espiderion Vallejos	1003 S. Main
Steve's Lounge		302 S. Main
Tabet Lumber Co.	Joe Tabet	719 Baca

BUSINESS	NAME	ADDRESS
Taco House	Mrs. Eliseo Trujillo	513 Reinken
Tastee-Freez	Mrs. Caswell	600 N. Main
Tiny Tots Nursery	Margaret Salazar	820 Gilbert
Tommy's Lounge.	Tommy Garcia	301 S. Main
Troy's Enco	Troy Meadows	827 N. Main
Tru-Auto Parts	O.D. Heil	621 N. Main
Trujillo's Gulf Station	"	521 N. Main
Twinette Beauty Shop	Rosie Montoya	616 W. Reinken
U & R Shoes	Joe A. Sanchez	119 S. Main
Valley Ambulance	Eloy Padilla, Jr.,	803 W. Reinken
Warwick Refrigeration	Douglas E. Warwick	
Welborn Paint	Tony Garcia	925 S. Main
Western Bar	Hattie Dees	214 Becker
Western Union	830 N. Main	
White's Auto Store	Grant Lott	617 N. Main
Whiteway Cafe		S. Main
Hollis Wilson Enterprises	Hollis Wilson	419 N. 5th
Woods Trailer Park	Mrs. Henry Woods	507 S. 4th
Gabaldon Mortuary		N. of Belen

THE BELEN CHAMBER OF COMMERCE

PRESENTS

THE FIRST ANNUAL MINSTREL SHOW

DEC. 16, 1946

HIGH SCHOOL GYM

Compliments of

First National Bank

of Belen

Over 40 Years Continuous Service

Member Federal Deposit Insurance Corporation

Belen Chamber of Commerce

Presents

First Annual

Minstrel Show

General Director - Rollie Heltman

Directed by - Bill Southard and Keith Weeks

Musical Arrangements - Keith Weeks

All Proceeds will be used for Belen School Children

High School Gym **December 16, 1946**

Members Of
The Belen Chamber Of Commerce

Auge's Courts
Adams Electric Shop
Aragon, Juan P.
Arrowhead Tire Company
Booker & Box Jewelry Shop
Belen Builders Supply
Belen Loan Company
Belen Brick & Tile Co.
Belen Cleaners
Belen Bulletin
Belen News
Belen Town & Improvement Co.
Belen Auto Company
Becker-Dalies Company
Baca, Martin
Belen Service Station
Berlekamp, Rev. T. H
Brooks, S. E.
Becker, L. C.
Bessette, Dr. A. E.
Buckland Bros. Pharmacy
Burwinkle, Leo
Culver, Roy
Chadwick, Charley
Culver, H. N.
Culver Insurance Agency
Caldwell Motor Company
Cactus Drug Company
Castillo Motor Company
Canover, Dr. C. F.
Calhoun, Frank
Comb's Cafe
Chavez, Tibo
Cordova, J. G.
Castillo Food Market
Culp, Robert
DeLay's Dairy
Davis Flower Shop
Dils Electric Company
Emonds Service Sta. & Courts
Ed' Cafe
Farmers Oil Company
Five Points Tavern
Fischer, Frank
Fair Department Store.
First National Bank
Garrison Motor Company
Goebel, Walter
Gilbert Grocery
Gardner Furniture Store
Gibson Garage
Garcia Grocery
Giron, A. G.
Good, Frank Jr.
Hill Body and Paint Shop
Heady, Ben
Heffner, Dr. Edward
Harrell's Bakery
Heltman, Rollie V.
Halama-Enderstein
Iva Deena Shoppe
Jaramillo, Henry.
Jack's Service Station
Jaramillo, Placidio
Kuhn Hotel
Kolbo, Phillip L.
Kraft, W. F.
Lovett Insurance Agency
Lovett, Austin
Lunn, G. C.
Lewellyn, Dr. A. W.
Ley Ted
Logsdon, John
Larrazolo, Paul F.
Midway Market
Magnolia Service Station
Mauldin, Frank
Moore, W. B.
New Mexico Supply Co.
New Mexico Cleaning Works
Onate Theatre
Railway Ice Company
Railroad Club
Rogers, Roy
Reed's Restaurant
Rancho Grande Bar
Romero Funeral Home
Rocky Mountain Wholesale Co.
Safeway Store
Square Deal Lumber Co.
Sedillo, Filo M.
Seery, George P.
Sprouse-Reitz Co.
Southern Union Gas Co.
Sachs Super Service Co.
Simmons, P. P.
Sanchez, Fidel
Sanchez, Celedon
Sanchez, Adelino
Stump, Roy
Salazar, Henry
Stephens, O. C.
Taylor Electric Shop
Wiley's Lunch
Western Auto Supply
Welch, Rev. Hoyt
Woodall, Bert
Wallace, D. R.
Wier, Dr. D. T.
Wilson Rapid Transit Co.
Oliver, K. L.
Peterson's Osteopathic Hospital
Peterson, Dr. J. M.
Rudd's Restaurant

Johnson's Finance & Insurance Co.
Guttke & Nelson Accounting Agency
Public Service Company of New Mexico
McCormick, Hank
Mountain States Tel. & Tel. Co.

There's a Ford in your future

Belen Auto Company

AUTHORIZED FORD SALES & SERVICE

TELEPHONE 2471 BELEN

COMPLIMENTS OF

Reed's Cafe

PHONE 2451

PROGRAM COMMITTEE

BETTY PETERSON

MARY JANE CALDWELL

RUBY BLANKENSHIP

GENERAL CHAIRMAN - FAY CAROTHERS

PUBLICITY COMMITTEE

GEORGE PERKINS

HANK MCCORMICK

FRANK JUSTICE

GEORGE SEERY

TICKET COMMITTEE

BERTHA MANNING

MARY CASTILLO

RUTH GIBSON

FRONNE BUXTON

Cactus Drug Co.

PRESCRIPTION DRUGGESTS

PHONE 2211 NAT SILVA

Harrell's Bakery

COMPLETE BAKERY SERVICE

PHONE 2201 BECKER AVE.

Social Club

A. C. DAVIS

Belen News

PRINTING

PHONE 3961 ELFEGO BACA

PROPERTIES COMMITTEE

LAURA BECKER
ELSIE WILSON
ESTHER BUCKLAND

MAKE-UP COMMITTEE

LAURA SOUTHARD
HARRIETT HELTMAN

HOUSE MANAGER - DAVIS BUTLER, TED LEY

STAGE COMMITTEE

FRED DILS
CLARENCE GAUSSOIN
MATSU BROS.

Dils Electric

GENERAL ELECTRIC APPLIANCES

SALES & SERVICE

PHONE 2401 FRED DILS

Belen Confectionary

F. R. ORTIZ

Protect Your Children's Eyesight
By Providing Good Lighting

Public Service Company of New Mexico

W. P. Southard, Jr., Supt.

MINSTREL CHORUS

Joyce Campbell
Arista Garrison
Mabel Emond
Agnes Lindberg
Maxine Wier
Eva Garcia
Bess Campbell
Rollie Heltman

Hazel Bailey
Lois Nichols
Elsie Wilson
Ruth Gibson
Helen Campbell
Rev. Th. Berlekamp
Bill Hall

Fernando Salaz
Gillie Luna
Carl Halama
Dr. Clarence Canoyer
Norbert Halama
Alton Levelle
Roy Blair
Frank Good

Compliments of

Tibo Chavez

Roy's Cafe

"Where Most People Eat"

Belen, New Mexico

COMPLIMENTS OF

Tom's Pool Hall

TOM CAMPBELL

COMPLIMENTS OF

George P. Seery

MINSTREL END MEN

RAZORBACK AUSTIN LOVETT — LADY KILLER GEORGE CARNAHAN
PEEWEE ROLAND MCLEAN — SNOWBALL CHARLEY SEERY
MOLASSES GEORGE SEERY — KILROY BILL MOORE

INTERLOCUTOR - W P. SOUTHARD, JR.

ACROSS FROM SANTA FE DEPOT

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ALL KINDS OF LIQUORS AND PACKAGE GOODS

RUDD'S

FOR GOOD FOODS

Dr. David T. Wier M. D.
Dr. Edward A. Heffner M. D.

Act One

"A Boy and Girl"

Dr. C. F. Canoyer — Ida Anthony

Act Two

Eva Garcia — Chorus

Visit our Toyland

Full Line of

CHRISTMAS NEEDS

Western Auto Supply

305 So. Main — Phone 2241

Printers - Publishers - Stationers

Belen Bulletin

205 North Second — Phone 419 — Belen, New Mexico

COMPLIMENTS OF

Colonial Bar

JOE TABET

Sanitary Barber Shop

122 NORTH MAIN

BELEN, NEW MEXICO

FIDEL GALLEGOS FRED A. ROSS

S T O O G E S

NAT SILVA EDITH HALL TED CAROTHERS

Belen Builders Supply

EVERYTHING IN BUILDING MATERIAL

PHONE 3061 830 CASTILLO AVE.

-FOR-

QUALITY MEATS & GROCERIES

E. Garcia Grocery

ALWAYS FAIR PRICES

BECKER AVE. E GARCIA

SEE

Ruby's

FOR

MAGNOLIA SERVICE

"When it's for JUNIORS, I always say . . .

The Fair Dept. Store

It's the store that understands junior taste . . . knows that "junior" is more than a matter of size—it's the young, light-hearted approach to fashion. It's the spirit of our Doris Dodson Originals.

PROGRAM

OPENING MINSTREL CHORUS

ENTIRE MINSTREL CHORUS AND END MEN

FOR ENTERTAINMENT SEE THE

Minstrel Show

FOR GUARANTEED INCOME SEE

Charles Callaway

YOUR NEW YORK LIFE MAN
PLANNED SECURITY
NEW YORK LIFE INSURANCE COMPANY
OUR 102nd YEAR
PHONE 7744 ALBUQUERQUE

Central Bar

BEER WINES and LIQUORS

120 NORTH MAIN IGNACIO CHAVEZ

Compliments of

Safeway Stores

Belen, New Mexico

Iva Deena Shoppe

Ladies and Children's Ready to Wear

ORCHESTRA

Piano - Keith Weeks

Violin - Frances Craig

Drums - Everett Smith

Trumpet - Charles Sales

Saxophone - Gilbert Luna

Director - Keith Weeks

Juan P. Aragon

Juan's Beer Garden

Belen, New Mexico

Compliments of

Garrison Motor Co.

The Home of Good Service

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715 SOUTH MAIN

ACT THREE
'THE SINGING COWBOY'
BILL HALL

ACT FOUR
'FLYING HIGH'
JOYCE CAMPBELL LOIS NICHOLS

TREAT YOURSELF TO THE BEST
STOP AT THE SIGN OF THE
FLYING RED HORSE
MOBILGAS - MOBILOILS
SUPERIOR SERVICE

VISIT THE

SUN PLASTIC & ELECTRIC COMPANY

MOTOR REPAIRING-HOUSEWIRING-APPLIANCES

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When Beauty is There
I Take It—
When It Isn't
I make It—

Whitman's Studio

Johnie Zaring, Owner

For Clean Cabins & Friendly Service Stop at

Emonds Service

MOBILGAS AND OIL

At foot of Overpass on Highway 85

Act Five

"South American Style"
Tibo Chavez Fay Carothers

Act Six

"A Water Front Scene"
Frank Good Chorus

Enjoy Your Spare Time at the

Clean Healthy Sport for the Entire Family

G. & E. Bowling Alley

219 Becker Avenue

Congratulations to the Belen Chamber of Commerce

On Their First Annual Minstrel Show

Ruby's Magnolia Service

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The
Belen Laundry

PHONE 3821 ROLAND MCLEAN

Pat Gibson Repair Shop

GENERAL AUTO REPAIRING

REFRIGERATOR SERVICE

ALL WORK GUARANTEED

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ACT SEVEN
'A CHRISTMAS FANTASY'
ENTIRE CHORUS IDA ANTHONY

ACT EIGHT
'THE OLD MAESTRO'
BILL MOORE

Modern Beauty Shop

PHONE 3966 HELEN ZAMORA, prop

Wilson Rapid Transit

BELEN TO ALBUQUERQUE

PHONE 407 HOLLIS WILSON

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Peterson Osteopathic Hospital

DR. JOSEPH PETERSON DR. ARTHUR LLEWLYN

Success to the Minstrel Show!

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SUPER CHEVROLET SERVICE

COMPLETE AUTO SERVICE

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Castillo Motor Co.

Phone 2306 Richard Castillo

Compliments of

Onate and Cortez Theatres

SHOW PLACE OF BELEN

Dial 2741 - 3926

ACT NINE

"Bobby-Soxing"

Helen Zamora

FINALE

Soloists Stooges Entire Chorus End Men

Compliments of

Arrowhead Tire Co.

Recapping - Vulcanizing - Radiator Repair

108 North Main Belen, New Mexico

Compliments of

Johnson Finance Co.

606 Dalies Ave. Belen, New Mexico

The Advertisers below are supporting us We would Appreciate your supporting them - the minstrel show cast

Pat Gibson Garage	Page 15	Garrison Motor Company	Page 12
Hollis Wilson Transfer	Page 15	Castillo Motor Company	Page 17
C. & P. Motors	Page 13	Trujillo Silver Bar	Page 8
Sun Electric and Plastic Co.	Page 13	Rudd's Restaurant	Page 8
Belen Laundry	Page 15	Dr. Wier and Heffner	Page 9
Modern Beauty Shop	Page 15	Western Auto Store.	Page 9
Buckland Bros. Pharmacy	Page 19	Belen Bulletin	Page 9
Becker-Dalies Company	Page 20	Colonial Bar	Page 10
Belen Builders	Page 10	Sanitary Barber Shop	Page 10
Cnate & Cortez Theatres	Page 17	H. Caldwell Motor Co.	Page 16
Arrowhead Tire Service	Page 17	E. Garcia Grocery	Page 10
Johnson Finance Company	Page 17	Belen News	Page 6
Filo M. Sedillo	Page 13	Dils Electric	Page 6
G. & E. Bowling Alley	Page 14	Belen Confectionary	Page 6
Ruby's Magnolia Service Sta.	Page 11 & 14	Public Service Company	Page 7
Frank Good, Jr.	Page 13	Tibo Chavez	Page 7
Johnnie Zaring, Photographer	Page 14	Roy's Cafe	Page 7
Emonds Courts and Service	Page 14	Tom's Pool Hall	Page 8
Peterson Osteopathic Hospital	Page 16	George P. Seery	Page 8
The Fair Department Store	Page 11	The First National Bank	Page 2
Charles Callaway-New York Life Ins. Co.	Page 11	Belen Auto Company	Page 5
Central Bar	Page 11	Reed's Cafe	Page 5
Safeway Store	Page 12	Cactus Drug Company	Page 5
Iva Deena Dress Shoppe	Page 12	Harrell's Bakery	Page 5
Juan P. Aragon	Page 12	Davis Social Club	Page 6

In Business For Your Health

Buckland Bros. Pharmacy

The Rexall Stor

BELEN, NEW MEXICO

STORES 1 and 2

The Becker-Dalies Company

A Complete Department Store

The Greater Belen Chamber of Commerce

2008 Annual Report

2009 Member Directory

The Greater Belen Chamber of Commerce

www.belenchamber.com

2008 BOARD OF DIRECTORS

PETE ARMSTRONG, President 864-2084
Pete Armstrong Services

MICHAEL VALLEJOS, Vice President 861-5473
Mike & Earnest Oil & Service Center

TERRI YOUNG, Treasurer 724-5306
First Community Bank

2008 BOARD MEMBERS

ROBERT AUGE 864-4482
Auge Sales & Service

ANNA DURAN 565-8400
State Employees Credit Union

BRUCE FLEMING 864-3553
Belen Print Shop

RITA GARCIA 864-4472
Valencia County News-Bulletin

TOM GREER 864-2233
Rail Café

TIM LARDNER 864-6300
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Clear Choice USA

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DAVID RENTERIA 864-5162
BNSF Railroad

PAUL RISSO 864-2218
NM Water Service Company

AARON SILVA 864-4210
Elite Muscle

MANDIE TRUJILLO 966-0121
JLS Real Estate, LLC

2008 HONORARY BOARD MEMBER

LUZ CHAVEZ

2008 EX-OFFICIO MEMBERS

CINDY CLARK, Chamber Director
CLAUDETTE RILEY, Belen EDC Executive Director
DAVID MEDINA, Valencia County Commission
RUDY JARAMILLO, City of Belen
WAYNE ABRAHAM, UNM - Valencia Campus

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The Greater Belen Chamber of Commerce
2008 Annual Report & 2009 Member Directory
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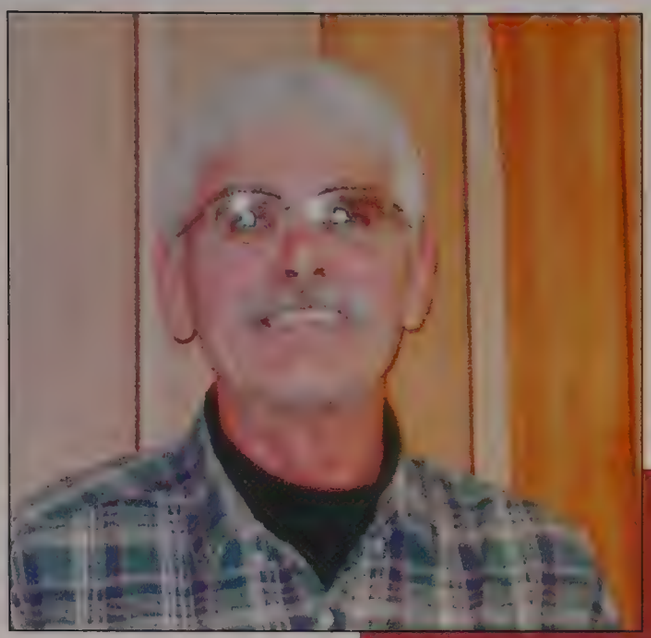


The Greater Belen Chamber of Commerce

Pete Armstrong
2008 Chamber President

Thank you for your support and very kind words this last year. Traditionally, Presidents use this space to celebrate our recent successes and thank our membership. You are the greatest! Thank You. However, we all know this last year has been tough. Just to survive, has spelled success. Your Chamber has not been immune. We too, have had to rethink how we conduct business. Our budget is leaner, we are rethinking what we can and should be doing for our membership and we are focusing on our core values. Change is not always easy, but it is a reality. We will survive and in the long term, we will emerge successfully.

Let's talk a little about Change.

This has been a year of major change in our community! On the down side, we have lost two major new car dealerships; one with over fifty years in our community. We also lost a major manufacturing facility. Recently, the café at the rail station closed its doors. Local businesses have been forced to reduce their work force. The hospital issue continues to be contentious. There is no silver lining in these events. They all hurt our community

There are, however, some bright spots on the horizon. We now have rail service to Santa Fe. The downtown area is undergoing revitalization. New businesses are expressing interest in the Greater Belen area. UNM-VC will be developing and implementing a two year RN program. Recently, a partnership has been formed to pursue the National Trust's, Main Street Program. All bring great hope to our community.

In this period of change, it may be a good time to do some self reflection and examine just how we do business, who our customers are, are there new customers we would like to reach, what is necessary to reach these customers and most importantly, what do I have to do to ensure my business remains viable and successful. How does my business present itself, hours of operation, product lines and/or goods and services; these are all subjects you may want to consider in this reflection. We all know, the times they are a changing. Are we?

In closing, I look to the Future. You have a great 2009 Board of Directors. Remember, the Board represents you, the membership. Please provide your input and feedback. I have very high expectations for this coming year. Together, as a community, we will meet the challenge of change and be successful.

Thanks again for all your support.

2008 Director's Review

Cindy Clark
Chamber Director

www.belenchamber.com

In 2008 the Greater Belen Chamber improved in many areas thanks to the hard work and dedication of a wonderful Board of Directors, the loyalty of a quality office staff and the active participation and generous support of the members of the Chamber. The Chamber would not exist and the Director could not operate without the guidance and encouragement of all of these people.

The past year has been a whirlwind of events and activities that have contributed to the increased visibility of the Chamber in the community and to the quality of life of the citizens. Partnerships have been formed and loads have been lightened with many working together for our Greater Belen area.

In January at the Annual Banquet, the Chamber membership nominated and the Board voted that awards be given to these outstanding community members: Billy and Betty Jones, Citizen of the Year; Pete's Café, Infinity Award; Elite Muscle, Member of the Year; CEMCO, the Amigo Award; and Boys and Girls Club of Valencia County, Volunteer Group of the Year. Also in January, Board President Pete Armstrong, Board Member Claudette Riley of the Greater Belen Economic Development Corporation and I attended the legislative Reception and Business Day in Santa Fe to display the Greater Belen Chamber and City of Belen's assets, meet the legislators and become informed on the legislative issues facing Valencia County.

In February the Chamber was honored to host Ryan Gleason, the New Mexico State Director for USDA Rural Development, as the monthly luncheon speaker. He informed the membership of the Rural Development funding opportunities for businesses and individuals in our area.

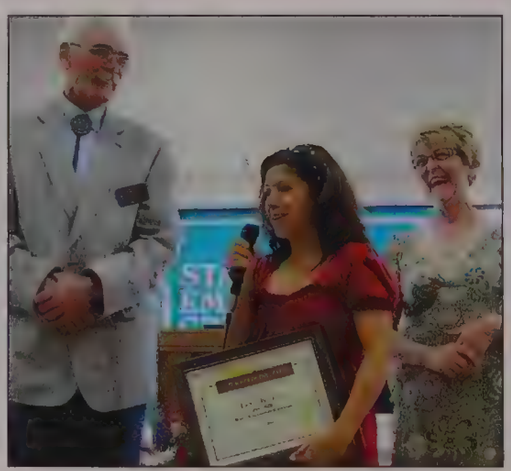
March brought our Member Appreciation Day when all members were given a gift and recognized for their contributions to the Chamber. A Mix, Mingle Munch was hosted by Valley Improvement Association to bring in Members and local businesses for an evening social, giving them a chance to have a free table top display of their business and time to get to know each other while they munched goodies.

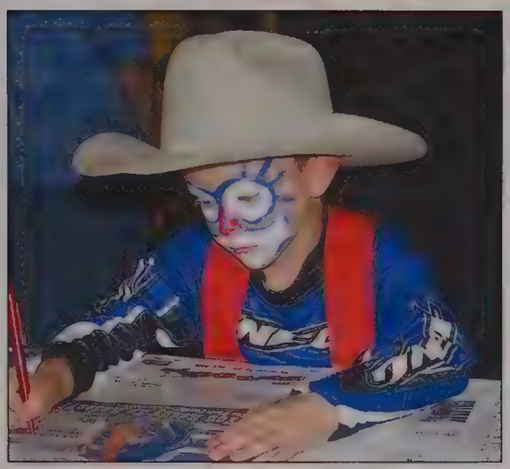
In April the Chamber Golf Committee organized a very successful Eagle Pride Golf Tournament. The Chamber raised enough sponsorship money from generous member business owners to award four $500 scholarships to Belen HS seniors. Also in April the Association of Commerce and Industry (ACI) reviewed the 2008 New Mexico Legislative changes at a Tri-Chamber Luncheon at Crystal Ranch in Los Lunas.

In May Nino Trujillo gave us a great party for the Mix, Mingle, & Munch! There was music by song writer, producer and performer Freddie Chavez; food from a local restaurant and lots of fun at the top floor of the Wells Fargo Building!

June is the month that the three

See Director's Review page 5





Director's Review

Valencia County Chambers join together for the Annual Economic Development Conference at the University of New Mexico-Valencia Campus. The topic for this year's conference was "The Economic Impact of Crime in Valencia County". It was a highly informative event with all the area Police Departments and the District Attorney Lemuel Martinez presenting to a large audience of Chamber and community members.

In July at the Mix, Mingle Munch held at the Rail Café, the Chamber honored the Eagle Pride Scholarship award winners for 2008.

At the annual August New Teachers Luncheon sponsored by State Employees Credit Union, the newly hired Belen area teachers and the Teachers of the Year were welcomed by Chamber members and school personnel. It was held at the beautifully renovated Tierra del Sol Country Club.

September is the Chamber's busiest time of the Year. We are gearing up for Rio Abajo Days at the end of the month, which is our major fund raiser for the Chamber operating expenses. At this Mix, Mingle, Munch at CEMCO our Rio Abajo poster boy Phillip Garcia, Jr. and family were honored attendees. Everyone munched happily and lined up for Phillip's autograph.

In October the Luncheon at the Sheriff Posse Café was the perfect place to review the successful Rio Abajo Days fundraiser event. This wonderful community event brings in participants and attendees from inside and outside the community to celebrate our unique Rio Abajo valley culture.

In November First Community Bank hosted another Mix, Mingle Munch with lots of goodies and even a Money Machine to try to catch a few dollars! Speakers from the New Mexico Finance Authority a New Mexico Department of Finance spoke about funding opportunities for businesses.

Calvary Chapel hosted the annual Christmas luncheon. The First United Methodist Junior Bell Choir played beautiful music and the Calvary Chapel Academy and La Merced schools sang wonderful Christmas songs to celebrate the season.

Along with all these activities, the Legislative & Community Affairs Committee offered a candidate forum for the Municipal election to citizens of Belen, giving them an opportunity to listen to the candidates in person and help them with their voting decisions.

We welcome the 27 new members who joined the Chamber in 2008, quality businesses and individuals who will strengthen our membership through their enthusiasm and energy.

Thank you for your loyalty and support!

Year End Balance Sheet Dec. 31, 2008

Assets

CURRENT ASSETS

Cash - Educational Foundation	1,385.00
Cash - Operating	5,551.33
Total Checking/Savings	6,936.33
Petty Cash	50.00
Total Other Current Assets	50.00
TOTAL CURRENT ASSETS	6,986.33

FIXED ASSETS

Building - office	38,324.00
Funiture & equipment	17,182.84
Land - office	10,000.00
Accumulated depreciation	-20,696.00
TOTAL FIXED ASSETS	44,810.84

TOTAL ASSETS 51,797.17

2008 Income

Liability & Equity

LIABILITIES

Current Liabilities

Other Current Liabilities

Payroll Liabilities	1,475.71
Total Other Current Liabilities	1,475.71
Total Current Liabilities	1,475.71
TOTAL LIABILITIES	1,475.71

EQUITY

Fund Balances	59,173.23
Net Income	-10,236.77
TOTAL EQUITY	48,936.46

TOTAL LIABILITIES & EQUITY 50,412.17

2008 Expenses

The Greater Belen Chamber of Commerce

Michael Vallejos
2009 Chamber President

Thank you for the opportunity to serve as President during 2009. With the struggling economy, we must work together as consumers and business owners. The Chamber is working diligently to help stimulate our own local economy. We came up with a program that is called, "Chamber Bucks", it is designed to help merchants increase sales and at the same time it will stimulate our economy. Because we care about our community, youth, schools and businesses, our priority is to help our merchants to keep the money in Belen. By shopping local your tax dollars help our local police department and city with improvements. Belen has a great future; with the addition of connecting the New Mexico Rail Runner Express from Santa Fe to Belen it will help bring commerce to Belen.

In 2008 we had a good year at the Chamber, thanks to our past President, Pete Armstrong and board. We hope to have a better year in 2009.

As President your support is appreciated. We want to focus on the shop local program and look forward to a successful year. We will continue to support our businesses and continue to encourage all our residence to shop local.

First Community Bank

First State Bank was established in Taos, NM in 1922. First State Bank Corporation was founded in 1988 to acquire First State Bank, now First Community Bank. They entered the Valencia County market in 1995 when they opened their Los Lunas branch and arrived in Belen in 2000. They acquired their second branch in Belen in 2006 when they merged with Ranchers Banks.

Specializing in small business, CEO Mike Stanford and President Pat Dee created a different kind of bank, a bank where employees were trusted and given responsibility; where customers were treated like friends, and banking could be fun.

First Community Bank is widely recognized for their continued commitment to their customers and communities in which they serve. First Community Bank actively supports numerous community activities through both financial contributions and volunteer hours given by its officers, directors, and employees. The list of local organizations that their Valencia County staff alone participate in is too lengthy to list.

They are continually changing and improving their products and technology to keep up with the ever growing complexity of their customers' banking needs.

Their goals for the future are to continue to be active supporters of their communities and continue to make each market where they operate a better place to live. They look forward to continuing to serve their communities for many years to come.

They are not your typical bankers, not your typical bank.

Maurine McMillan

Maurine McMillan is a tireless unpaid volunteer Director of the Harvey House Museum in Belen. For seventeen years she has lived and breathed "Museum". She began to tell the Harvey House story, when it was only one room, the original 1910 dining room. Displays showed local history, the railroad in Belen, and the Harvey Girls. The museum was open two days a week. The janitor opened it one day and the four docents opened the museum on Saturdays.

MAURINE MCMILLAN: Citizen of the Year

In the early 1980's the Santa Fe Rail Road deeded and later transferred the historic Harvey House to the City of Belen. Hours and hours of paint removal and varnishing brought most of the woodwork back and new coats of paint went on the walls. Volunteers have been instrumental in adding the Belen Model Railroad Club to space in the building. Acquisition of carpeting, furniture, display pieces and the acceptance of thousands of artifacts from generous people from all over the country have made it what it is today. Maurine McMillan has been there to see the entire building become a museum.

She is 81 years old but she is still at the museum many times during the week and uses her home office as a base for the coordination of the business of the museum. Remember she is unpaid. The twenty docents are scheduled so there is someone on duty six days a week to greet the visitors from all over the world. There were 8,000 visitors in 2009. There are monthly events and programs to plan and publicize. Also she oversees the finances, the gift shop, the new donations, the tours, and will open the museum for out of town visitors day or night.

Maurine makes it a point to visit other museums, takes part in meetings held by the state museum and historical associations, visits out of state museums when on vacation, keeps abreast of what is going on in the museum world via the internet, and is in contact with other Harvey Houses in existence. She is proud of the community participation during two recent traveling exhibits, the Smithsonian "Between Fences" and the "Navajo Code Talker of World War II". She encourages and makes time for local authors' book signings and other programs of interest to the community.

Maurine has been visible representing the museum through the years, being named the Citizen of the Year in 2000 by the Valencia County News-Bulletin, and the City of Belen named her a "Star" in the Heart of Belen gazebo.

The Harvey House Museum is a unique, friendly small town museum where hundreds of local artist have shown their work and local people have participated by visiting the exhibits and events through the years. It is a huge job and Maurine would like to retire. Her wish is that the community will come together to support the museum going to the next level of operation in the museum world.

Rutilio's New Mexican foods

OWNERS of Rutilio's Restaurant, Rudy & Rebecca Jaramillo

Rudy and Rebecca Jaramillo opened Rutilio's New Mexican Foods in 1993. Rudy has been the backbone of the business. His knowledge of food preparation skills has been passed down to his cooks and staff. Initially, there were four employees. There are currently 12 full time and several part time employees. Rutilio's has been involved in many fundraisers and community outreach programs as well as providing work experience for the special education students. Rutilio's has sponsored many of the sports programs at Belen High School and has helped the little league program.

Many of Rutilio's young employees have gone on to college as it is encouraged and have gone on to have promising careers. Margaret Baca has been employed by Rutilio's since day one, having also served as manager. Margaret has obtained her associate degree in business administration while employed at Rutilio's. Anthony Olguin also been employed since the business began. He is in charge of all food preparation. Dianne Olguin, Rudy's daughter, managed the office and day to day affairs, including administrative duties. She also obtained a degree in Medical Laboratory Science while employed with Rutilio's. Rutilio's wishes to thank all their customers for the success of their business and for their continuing patronage.

Habitat for Humanity of Valencia County

Habitat for Humanity of Valencia County has operated in this county for nearly 15 years. Their mission is to partner with families, individuals, businesses and governmental institutions to reduce substandard housing conditions. They accomplish this by building new houses and rehabilitating existing houses for those homeowners with levels considered by the federal government to be "Low" and Very Low" income.

The money necessary to fulfill this mission comes from you and me. Federal funds are applied for through grants and second mortgage loans. Donations from individuals and businesses are constantly solicited. Agencies such as United Way are applied to for assistance. The average Habitat home will carry a mortgage of $90,000 – monthly payments of around $400.00. The average rehabilitation fund spent on a home is nearly $20,000.

Habitat-Valencia has partner families in more than 100 homes from the Isleta Pueblo to the Socorro County line. At the national average of nearly four individuals per family, Habitat has positively effected the lives of more than 400 Valencia County residents - putting more than $3 Million dollars to work in the community. They have just moved their office into the new Los Lunas Transportation Center building through the generous donation of the space by the Mayor and people of Los Lunas.

Working with the Pueblo of Isleta and a local construction products company, Habitat-Valencia has committed to help the Pueblo build 18 new homes on Pueblo property within the next two years. These homes, for pueblo families, will be built in the Habitat model:
1. families participate in the building of their home,
2. volunteer labor will keep the cost of the homes low,
3. a mortgage for 20 years at 0% interest will be signed by the new homeowners, and
4. Families will participate in educational courses for personal finance, expense budgeting, home maintenance and neighborhood and community involvement.

Each new Habitat home represents another positive economic and social piece of the quilt of our community.

Habitat does not give a hand-out…they provide a hand-up.

Valencia County Literacy Council

Valencia County Literacy Council (VCLC) is an accredited affiliate of ProLiteracy America. Founded in 1987, VCLC is now entering its third decade of providing help and hope to residents of Valencia County. VCLC provides:

- FREE Volunteer Tutoring for adults in Basic Reading, English for Speakers of Other Languages (ESOL), Citizenship, and Math;

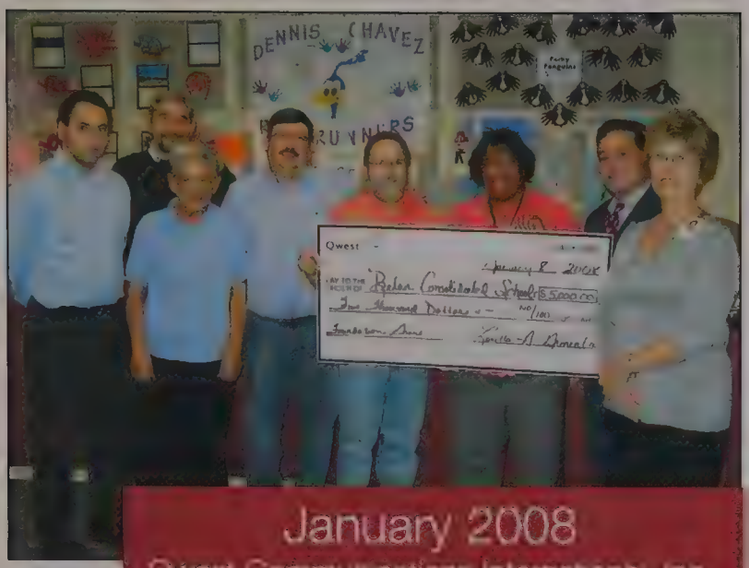
- A Family Literacy Preschool in El Cerro Mission for children of adults in English and GED en Español classes; and

- BOOK Readers to read to children and free children's books in low-income medical clinics in Valencia County.

VCLC could not do this without volunteers! Volunteers are the backbone of the services provided at VCLC. Over 40 Volunteer Tutors have served in 2008-2009 so far, and they are the salt of the earth. VCLC has a new training coming up January 31, and Susan Howard, VCLC's Volunteer Tutoring Coordinator (925-8935), is registering participants. We've had 10 BOOK Readers this year as well, who help families address Literacy problems before they start by reading to young children. Lori Griego, VCLC's BOOK Coordinator (865-1878), can train volunteer BOOK Readers at any time.

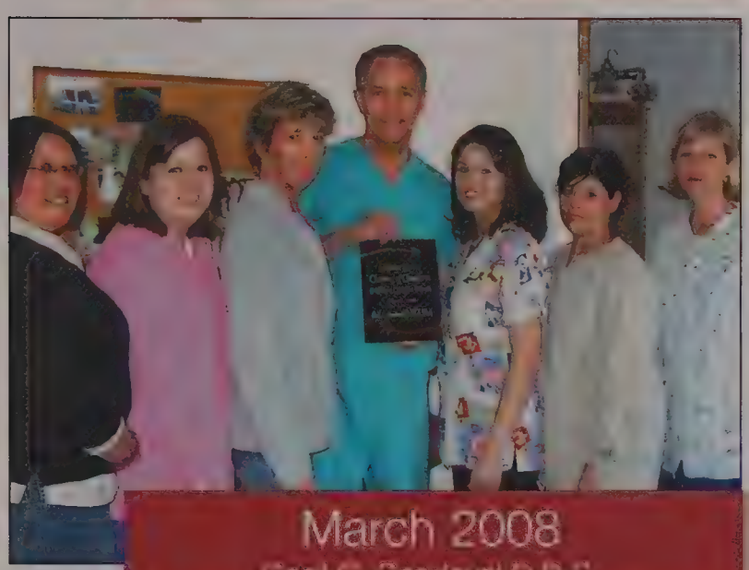
According to the National Assessment of Adult Literacy of 2003, 43% of our nation's adults are at only a very Basic or Below Basic Literacy level. But, according to one Economic Impact Analysis Project Report, $33 is returned to the local economy for every $1 spent on Literacy (Kearney, 1999). VCLC thanks all those who donate their time and funds to Literacy, and we are proud to serve the Belen community and all of Valencia County to provide essential services which promote economic growth.

2008 Members of the Month



January 2008
Qwest Communications International, Inc.

February 2008
Adelante Development Center, Inc.



March 2008
Cecil C. Sandoval D.D.S.

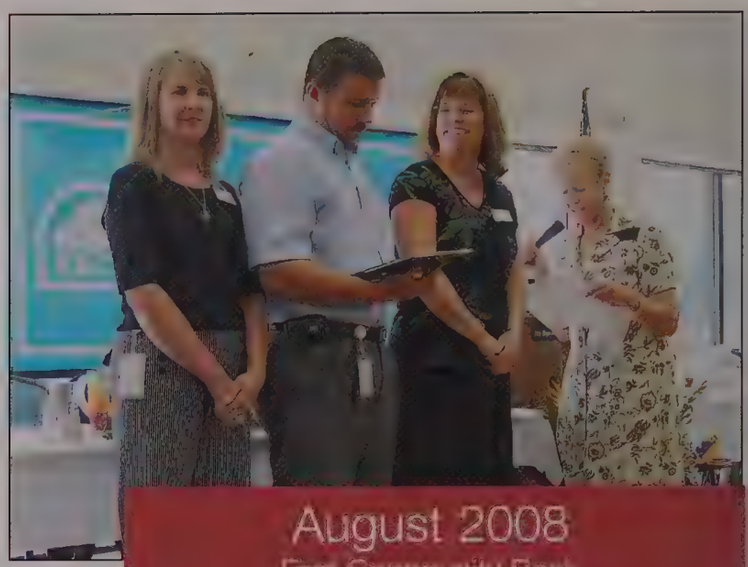
April 2008
Tierra Del Sol Country Club

May 2008
Been Goju Ryu Karate

June 2008
La Vida Felicidad, Inc.

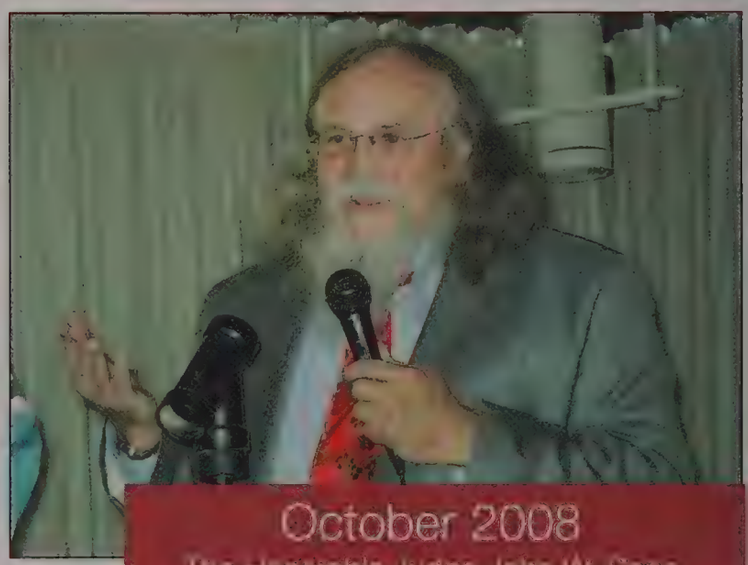
2008 Members of the Month

July 2008
Larry L. Scripter, CPA, LLC



August 2008
First Community Bank

September 2008
First Choice Community Health



October 2008
The Honorable Judge John W. Pope

November 2008
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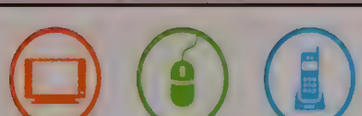

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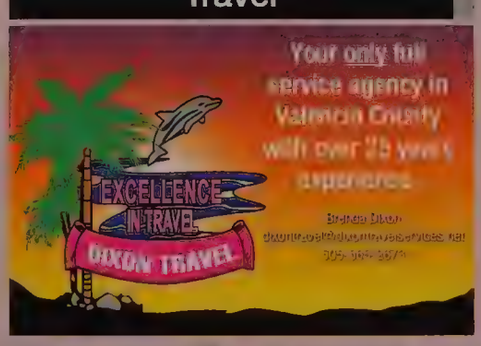

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NM Travertine
P. O. Box 439
Belen, NM 87002
864-6300

NM Water Service Company
401 Horner Street
Belen, NM 87002
864-2218

Norman McDonald
P. O. Box 949
Belen, NM 87002
864-3333

Old Mill Farm & Ranch Supply, Inc.
19763 Highway 314
Belen, NM 87002
865-5432

Palo Verde LTD, LLC
1304 South Main Street
Belen, NM 87002
864-4481

Paradigm Physical Therapy
1220 Camino del Llano
Belen, NM 87002
861-1200

Parkside Child Development Center
301 W. Reinken Ave.
Belen, NM 87002
864-6131

Paul's Son Signs & Graphics
2357 HWY 47
Belen, NM 87002
864-4141

Pengwen Productions(Steppin Out)
616 Nicholas
Socorro, NM 87801
835-2127

Performance Automotive Inc.
19611 Hwy 314
Belen, NM 87002
861-1468

Pet Emergency Room, Inc.
333 Hwy 314
Los Lunas, NM 87031
864-4075

Pete Armstrong Services
401 N. 5th Street
Belen, NM 87002
864-2084

Pete's Café
105 North First Street
Belen, NM 87002
864-4811

PG Enterprises
301 Murry Road, SE
Albuquerque, NM 87105
873-9593

Pilot Club of Belen
P. O. Box 1304
Belen, NM 87002
505-864-4334

PNM Electric & Gas Service
19377 Hwy 314
Belen, NM 87002
241-4029

Presbyterian Family Healthcare
609 Christopher Drive
Belen, NM 87002
864-5454

Professional Development Group LLC
716 Dalies Ave.
Belen, NM 87002
861-2200

Prudential Southwest Realty
P.O. Box 1011
Belen, NM 87002
864-4013

QDF Inc.
608 Willowbrook Lane
Belen, NM 87002
554-6862

Quiznos Sub 7697
1402 Main St Ste D
Los Lunas, NM 87031
866-1955

Qwest
400 Tijeras NW, Suite 510
Albuquerque, NM 87102
245-7272

Rental Car Momma/Budget Car Rental
1801 E. Irlo Bronson Memorial Hwy.
St. Cloud, FL 34771
407-409-1051

Rio Communities Association
P.O. Box 771
Belen, NM 87002
864-5929

Rio Vista Realty
1507 W. Reinken
Belen, NM 87002
864-3827

Riverside Funeral Home
418 W Reinken
Belen, NM 87002
864-4448

Roadrunner Pitstop/Coyote Liquor
51 I-25 Bypass Rd.
Belen, NM 87002
864-4541

Romero Funeral Home
609 N. Main St.
Belen, NM 87002
864-8501

Rosie Cox

Rotary Club of Belen
P.O Box 531
Belen, NM 87002 • 864-6675

Rumley Financial Services, Inc.
905 Lee Trevino
Belen, NM 87002
864-9270

Rutilio's New Mexican Foods
455 North Main
Belen, NM 87002
864-0093

Sachs 5th Auction LLC
840 M. C. Baca Lane
Belen, NM 87002
864-8065

Safe Harbor Preschool & Day Care
102 LaLuna Place
Belen, NM 87002
861-7036

Salomon Montano

Sanchez Medical
703 S. Christopher Road
Belen, NM 87002 • 864-7781

Sandia Self Storage
P. O. Box 109
Belen, NM 87002
864-1133

SewWhat?!
12 Stuart Dr
Los Lunas, NM 87031
565-2677

Share N Care Pharmacy and Medical Supply LLC
701 Dalies
Belen, NM 87002 • 864-7471

Sharp Business Systems
3401 Candelaria, NE, Ste. D
Albuquerque, NM 87107
924-9700

Sheriff Posse Café
10 I-25 Bypass Road
Belen, NM 87002
864-0679

Sheroz Jewelers Inc.
211 S. Main Street
Belen, NM 87002
861-7117

Sierra Cleaners
325-C S. Main St.
Belen, NM 87002
864-5934

Simply Travel
P. O. Box 433
Peralta, NM 87042
869-9200

Small Business Computing
P. O. Box 924
Belen, NM 87002 • 864-7179

Southwest Neighborhood Housing
4605 4th Street
Albuquerque, NM 87107
243-5511

St. Mary's School
Church and Tenth Streets
Belen, NM 87002
864-0484

State Employees Credit Union
1870 Emilio Lopez Loop
Los Lunas, NM 87031
565-8400 X 3901

Subway Sandwiches
706 N. Main Street
Belen, NM 87002
818-915-3703

Sud-Chemie Inc.
101 Christine Drive
Belen, NM 87002
864-6691

Sugar Bowl Lanes
219 Becker Ave.
Belen, NM 87002 • 864-8440

Sunrise Bluffs LLC
P. O. Box 3671
Albuquerque, NM 87190
861-3626

Sunrise Builders Inc.
1607 Velta Dr.
Belen, NM 87002 • 363-9995

2009 Member List

Sunshine Flowers & Gifts
619 N. Main
Belen, NM 87002
864-5909

T & T Trailer Sales
19480 Hwy 314
Belen, NM 87002
864-8899

Tabet Insurance Agency
618 Dalies Avenue
Belen, NM 87002
864-2428

Techniques Painting
P. O. Box 1071
Peralta, NM 87042
907-2099

Terrace Grove Cemetery
P.O. Box 761
Belen, NM 87002
864-0823

The Center for Ageless Living
P. O. Box 7207
Albuquerque, NM 87194
865-8813

The Kopy-Fax Store
P.O. Box 1410
Peralta, NM 87042
865-8312

The Wright Choice Learning Center
901 W. Vivian Drive
Belen, NM 87002
864-2530

Through the Flower
107 Becker Avenue
Belen, NM 87002
864-4080

Tierra Del Sol Golf Club
1000 Golf Course Road
Belen, NM 87002
864-1000

Tierra Grande Improvement Association
P.O. Box 1388
Belen, NM 87002
864-2345

Tillery Pontiac Buick GMC LLC
2221 Autumn Brush Road
Los Lunas, NM 87031
565-3333

Tirecrafters
104 N. Main Street
Belen, NM 87002
864-7150

Tome Art Gallery, LLC
2930 HWY. 47
Los Lunas, NM 87031
565-0556

Total Eye Care
837 Castillo
Belen, NM 87002
864-8992

Trails End Framing & Gallery
213 S. Main St.
Belen, NM 87002
864-6722

Trend One
209 S. Main St.
Belen, NM 87002
861-0551

T's Grooming Essentials
304 Rio Communities Blvd.
Belen, NM 87002
864-6778

United Blood Services
1515 University Blvd., NE
Albuquerque, NM 87102
843-6227

United Way of Central New Mexico
2340 Alamo SE 2nd Floor
Albuquerque, NM 87106
247-3671

UNM/Valencia Campus Small Business Develop Ctr
280 La Entrada
Los Lunas, NM 87031
925-8540

V2K Window Décor & More
P.O. Box 401
Belen, NM 87002
864-8887

Valencia Animal Clinic
1533 E. River Road
Belen, NM 87002
864-4075

Valencia Community Partnership
P. O. Box 730
Los Lunas, NM 87031
865-3999

Valencia County Chamber of Commerce
P.O. Box 13
Los Lunas, NM 87031
352-3596

Valencia County Coop. Extension Service
P. O. Drawer 1059
Los Lunas, NM 87031 • 565-3002

Valencia County Historical Society
P. O. Box 166
Belen, NM 87002
861-0581

Valencia County Literacy Council
280 La Entrada
Los Lunas, NM 87031
925-8926

Valencia County Magistrate Court
901 Castillo
Belen, NM 87002
864-7509

Valencia County News-Bulletin
P. O. Box 25
Belen, NM 87002
864-4472

Valencia County Sheriffs Posse
P.O. Box 383
Belen, NM 87002
864-2269

Valencia Management Group
P.O. Box 670
Belen, NM 87002
861-1040

Valencia Shelter for Victims of DV
513 Becker
Belen, NM 87002
864-3202

Valencia Valley Cart-Away Concrete
3500 Stetson
Los Lunas, NM 87031
385-8609

Valley Fence and Storage
P. O. Box 12312
Albuquerque, NM 87195
864-3995

Valley Improvement Association, Inc.
P.O. Box 8
Belen, NM 87002
864-6654 #114

Walgreen Drug Store
315 N. Main
Belen, NM 87002
861-1762

Wal-Mart Super Center
01 - I-25 Bypass
Belen, NM 87002
861-0211

Warwick Realty Inc.
420 Juan P. Sanchez
Los Lunas, NM 87031
565-2875

Waste Management of New Mexico
P. O. Box 15700
Rio Rancho, NM 87174
891-6543

Water King Southwest
613 N. Main St.
Belen, NM 87002
864-9200

Wells Fargo Bank
P.O. Box 4
Belen, NM 87002
864-7401

Willie M. Orona Farm & Ranch
P.O. Box 481
Veguita, NM 87062
864-8169

Xpress Professional Real Estate Services
P.O. Box 217
Belen, Nm 87002
861-5818

Youth Development Inc. - Valencia
Box 730
Los Lunas, NM 87031
865-3999

Yucca Self Storage
2260 Hwy 304
Belen, NM 87002
861-0382

The Greater Belen Chamber of Commerce

2009 Member Listing

www.belenchamber.com

NEW MEXICO
LAND OF ENCHANTMENT
TOURISM DEPARTMENT

January-March

Hispano Chamber Matanza
Last Sat. January- 505-306-5912

Valentine Gymnastic Championships
Valentine Week-end- 505-861-1226

Casper Baca Rough Stock Rodeo Series
Weekends Feb& March 505-287-9534

April-June

Annual Easter Egg Hunts
Wednesday and Saturday week before Easter
@ Belen Eagle Park- 505-864-0584

Belen Chamber Eagle Pride Golf Tournament
Third Friday April- 505-864-8091

El Dia de Los Ninos (Day of the Child)
Last Sat. April @ Eagle Park- 505-864-0584

Art Along the Railway
Mothers Day Weekend
505-864-8091

Hub City Music Fest
NM Style Music- 2nd Sat. May- 505- 505- 864-0584

Hub City Music Fest
Karaoke Sing Off - 2nd Sat. June on Main Street-
505- 864-0584

July-September

All American Independence Day & Music Fest
Sat. before July 4th on Main Street- 505- 864-0584

Annual Belen Classic Car Show
1972 and older- July- Benefits Youth programs for
City of Belen - 505- 385-1410

Annual Sturgis Bound Motorcycle Rally
July- Valencia County Fair Grounds
www.sturgisboundonline.com

HUB City Music Fest
Oldies Night on Main Street- 4th Sat. July 505- 864-0584

Our Lady of Belen Fiesta
2nd Weekend August- 505- 864-8043

Valencia County Fair & Sheriff Posse Rodeo
3rd week Aug. www.valenciafair.com

Valencia County Fair Parade
4th Sat. August- 505- 864-8091

Southwestern National Tomahawk & Knife Championships
1st weekend in September www.swntkc.com

Valencia County Geocaching Event
4th Sat. September • Willie Chavez Park Belen 10 AM sharp
www.nmgeocaching.com

Annual Rio Abajo Days
Last weekend September 505-864-8091

October-December

Captain Tamara Long-Archuleta
Memorial Open Karate Championships
3RD Sat. October 505-864-9568

Fall Festival
2nd Sat. Oct. 505-304-5324

Halloween Festival
On Halloween- Call 505-864-0584

Annual Christmas Festival & Miracle on
Main Street Electric Light Parade
Friday before Thanksgiving 505-864-0584

La Gran Pastorela de Belen
1st Sat. Dec. Harvey House Museum- 6 pm • 505- 864-8547.

Annual Children's Christmas Party
2nd Sat. Dec. 505- 864-2830

BELEN FARMER'S MARKET

July through October at
Anna Becker Park - Reinken and 4th St
Every Friday 4:30- 7pm • 505-459-6159

HARVEY HOUSE MUSEUM

Events every month- Tuesday-Sunday 12:30-3:30pm
505-861-0581

NEW MEXICO
LAND OF ENCHANTMENT
TOURISM DEPARTMENT

www.secunm.org

NCUA

MAIN OFFICE	RODEO ROAD	ALBUQUERQUE	BELEN	LAS VEGAS	LOS LUNAS
983-7328	983-7328	884-0128	864-0335	454-1111	565-8400

EVERYONE
ENJOYS
THE
PARTY !!

CHAMBER MEMBER BENEFITS

One bulk rate mail-out per year *using the Chamber bulk rate number. There must be 200 or more pieces of mail and all mail must be arranged by zip code. Call the Chamber Office at 864-8091 for details.*

Insert your flyer in the Chamber Voice *and keep Chamber Members advised of your promotions*

Up to an additional 15% credit on Workers Compensation Insurance *through New Mexico Mutual Casualty & SW Casualty Company, the carrier for Chamber members.*

For information, call

Financial Network Investment Corp. at 864-6675 OR , 266-7771

OR Tabet Insurance, 864-2428

OR Baker Insurance, 864-7491

Medical Insurance Information: call

Allstate Insurance	*864-1291*
Baker Insurance Services	*864-7491*
Benefit Plus, Inc.	*450-4022*
Financial Network	*864-6675*
State Farm Insurance	*866-7400*
Rumley Financial Services	*864-9270*

MEMBER TO MEMBER DISCOUNTS

(Please Present Your Card and Ask for the Discount)

AAA New Mexico: Special Group Discount: Save $20.00 on NEW AAA Memberships for all Members, their employees and families. Call Wanda Watson, 291-6710
Able & Willie's: 10% off any Order over $50.00. Call Bill or Charles at 864-3188 or visit them at 621 N. Main Street
Belen Auto Sales: $100 off price of vehicle 861-7119
Blue Groove Yoga Studio: 10% off Massages and Yoga Classes, 861-8213
Costanza Orchards: WIC Moms and Shut-Ins receive discounts Call 688-6210
Discount Mattress & Furniture Company: 10% off on mattresses, 861-1541
First Community Bank: 20% off standard checks and reorders. *Belen only*! Call 861-1900
Flannery Enterprises: 20% discount offered on orders of 20 or more. Contact John Flannery at 861-7212
Hecho-A-Mano: Buy one drink get second one free. Call 861-3400
His Hands Healing Massage: 10% off on services 459-5607
Inn of the Phoenix : 20% discount to Chamber members. Valid any time. Call 861-2007
Key Decision Alternatives: 10% off all magnetic and other natural health and wellness products (*NIKKEN* Independent Wellness Consultant) Call Dottye at 861-0126
Ladyhawk Feed & Supply 10% discount to Chamber members 864-3336
La Mirada RV Park: 7-day stay for price of 6 days for Member's *relatives*, Call 664-1900
Mesa Quilting & Sewing: 10% discount to members call 861-7212.
MyBank: FREE checks, My Bank style only, for personal accounts and 50% off, standard, business check orders for life of the account. 864-3301.
News Bulletin: 40% ad discount on monthly Chamber Page, 864-4472
New Mexico Business Journal 15% off regular fee for 1 Year [12 issues] for NMBJ Source Guide Directory listing. Call 830-2043 or email info@nmbiz.com
Paradigm Physical Therapy Belen: 10% Discount on One Month Gym Membership, Call 861-1200
Pet Hotel: 14 day care for the cost of 13 days, Call Bobbie at 864-2251
Pete Armstrong Services: 10% off landscaping or grounds maintenance services, Call 864-2084
San-Dees Enchanted Scents: 10% discount on merchandise, 864-8767
Self Defense– New Mexico: 10% discount on membership 620-7688
Sew What?! 10% discount on multi-piece orders, 565-2677
Sierra Cleaners: 10% discount on dry cleaning and laundry, 864-5934
Silva's Strombolis: 10% discount, 861-3415
Small Business Computing: 10% off Bench Labor, Call 864-7179.
Trails End Framing/Gallery: 20% Discount on all items in the store, 864-6722
Tré Chic Fashion Jewelry: 10% discount to new customers Call 861-1337
V2K Window Décor & More: 25% discount to chamber members 864-8887
Valencia Animal Clinic: 10% off annual vaccinations, 864-4075
Vision Care Direct: 5% Discount on Vision Plan, Diane Huckabee 505-620-7456

GREATER BELEN CHAMBER OF COMMERCE
AND VISITORS CENTER
712 Dalies Avenue
Belen, NM 87002
Phone: 864-8091 or Fax 864-7461
E-mail: belenchamber@belenchamber.com
www.belenchamber.com

BULK RATE
U.S. POSTAGE
PAID
Permit No. 81
Belen, NM 87002

Valencia County Historical Society
Maurine McMillan
P. O. Box 166
Belen, NM 87002

Valentine's Luncheon February 13 Calvary Chapel

Chamber Voice

Greater Belen Chamber of Commerce

MISSION: *Dedicated to the Growth and Retention of Commerce Through Committed Partnerships Enhancing Our Quality of Life*

www.belenchamber.com

February 2007

Greater Belen Chamber of Commerce

BOARD OF DIRECTORS

CINDY BROWNING, **President** Valley Improvement Association	864-6654
PETE ARMSTRONG, **Vice President** Pete Armstrong Services	864-2084
RHONDA DAVIS, **Treasurer** New Mexico Bank & Trust	865-1830
LARRY MARSHALL, **Past President** Belen Sand & Gravel	864-9014

BOARD MEMBERS:

LAURA ARMSTRONG Laura T. Armstrong, CPA	440-6499
ROBERT AUGE Auge Sales & Service	864-4482
LINDA BROWN My Bank	861-5261
RITA GARCIA Valencia County News-Bulletin	864-4472
PAT GOODSON Super Values/P&L Marketing	385-6591
JULI HUTCHINS Valencia County Extension , NMSU	841-5301
TIM LARDNER New Mexico Travertine	864-6300
MARY MERRELL Ambercare Home Health	861-0060
MAYOR RONNIE TORRES Hair Innovations	864-4337
TERRI YOUNG First community Bank	724-5306

Honorary Board Member:

LUZ CHAVEZ

Ex-Officio Members:

CINDY CLARK, Chamber Director
CYNDI ANKIEWICZ, UNM - Valencia Campus
RON GENTRY, Valencia County Commissioner
RUDY JARAMILLO, City of Belen
CLAUDETTE RILEY, Belen EDC Executive Director

President's Thoughts

Hello Greater Belen Chamber of Commerce!

What a wonderful Installation Banquet we had and a what a great opportunity to network and recognize business activities from the previous year. I'd like to personally thank all of you who attended. The Chamber truly appreciates your support. Additionally, many thanks to the Moya Family and the Sheriff Posse Café staff; we have received many compliments regarding the fabulous dinner and the warm atmosphere. I'd also like to thank the Installation Committee and the Chamber staff for the great decorations and the many hours of organization that helped the event run smoothly.

Please help us congratulate all our award recipients. Their commendable contributions to our business community have helped Belen grow and have helped support the various community events that take place in our Friendly City.

CONGRATULATIONS!!!!!

BUSINESS OF THE YEAR
RENÉE ANTOINETTE'S SCHOOL OF DANCE – Renée Baca-Day

INFINITY AWARD
HUB FURNITURE – Mr. and Mrs. Bennie Sanchez and Family

THE AMIGO AWARD
NEW MEXICO TRAVERTINE– The Lardner Family

CITIZENS OF THE YEAR
NICKI AND PAVLOS PANAGOPOULOS

VOLUNTEER GROUP OF THE YEAR
YAFL COACHES

To all our members, please be sure to pick up a copy of the Annual Report and Membership Directory. This is a great marketing tool for the Business Community of the Greater Belen Area. For additional copies please contact the Belen Chamber office.

In closing, I'd like to thank our Past-President, Larry Marshall, for a great year of leadership and a Strategic Plan that will be acted upon for the next few years to come. We look forward to continuing to work with you Larry! Also, thank you Paul Risso, Gilbert Tabet, Jennifer Hise, David Hockmuth and Pat McKelvey for your time and contribution to the Chamber Board last year. We wish you well in your future endeavors.

Cindy Browning, President

HAVE A HAPPY VALENTINE'S MONTH!

January 2007
CHAMBER MEMBER OF THE MONTH
Performance Automotive, Inc.

Performance Automotive, Inc. began business in April 1987. They specialize in all phases of automotive repair, from complicated computer systems problems to wheel alignments.

They are unique to the community by providing a clean, well organized facility; and by providing all customers with a complete easy to read invoice so they clearly understand what was done to their vehicle and why. They also provide their customers with a two year/24,000 mile warranty for services rendered; industry standard is only one year or 12,000 miles. Their automotive technicians must undergo constant training in order to stay in tune with ever changing technology, many of them taking 10 to 12 courses a year.

The company is involved in the community and has sponsored many high school and youth athletics in Belen and Los Lunas.

They had previously enlarged their service bay area and office space, and more recently added a 500 square foot customer waiting area. In addition, they have updated their shop equipment as needed to meet the requirements of today's vehicles. A future goal is to expand into the automotive restoration business.

Something Performance Automotive would like to share with car owners is that when you are shopping around for an automotive repair facility, be sure to evaluate the facility's appearance, qualifications and warranty policies. Is the facility clean and well organized? Do they employ certified technicians? Do they provide written warranties for services rendered and how long have they been in business? Evaluating an automotive repair facility based on price alone is a common mistake which usually leads to disappointment.

Member Special for February
Engine oil change along with a complete annual vehicle inspection @ $24.95
(most vehicles, pricing may vary)

CONGRATULATIONS
Performance Automotive, Inc.

January 2007

GIVE A HAND AND A SMILE TO:

★ Chamber Members Bob Davey of Valley Improvement Association (VIA), Kathy Chavez of Youth Development Incorporated (YDI), Dr. Mark Sanchez of Sanchez Medical and Andy Gomez of First Community Bank for being named to the new Hospital Board.

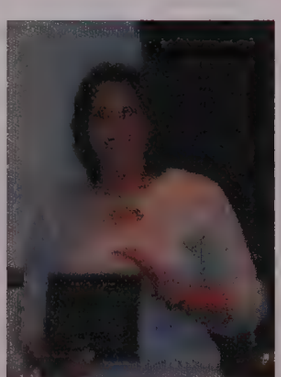
★ Business Women of Valencia County for donating $1000 to sponsor a Kennel at the Valencia County Animal Shelter.

★ University of New Mexico-Valencia Campus for sponsoring the 18th Annual Salute to Dr. Martin Luther King as their first event in the Spring Cultural Enrichment Series.

★ Tomė Elementary School for being one of only 11 schools honored by the New Mexico Public Education Department for meeting the Adequate Yearly Progress requirements for two consecutive years

★ Three Belen High School students who wrote prize-winning essays about Martin Luther King: Adam Willis, First Place; Eloisa Garcia, Second Place; and Samantha Huynh, Third Place.

☺ *We Are Proud Of You!!* ☺



Apologies to **Anna Duran** of State Employees Credit Union for the misidentification in last month's Member of the Month column.

WHAT'S NEW WITH YOU?

CEMCO is having a tour and luncheon for teachers from the Belen HS Career center on Feb. 6th to give teachers the opportunity to visit a local area business so they are able to tell students the reasons for needing the education the teachers are trying to provide.

La Mirada Event Center will be offering two special events in February: a "Girls Night Inn" on February 3rd featuring a visit and product demo by Martha Doster of Martha's Body Bueno; and a 'by reservation' Valentine's Day Dinner in our Valencia Dining room on February 14th. They are also offering a Valentine's Day Gift Certificate package for the B&B. Call 864-1900.

Riverside Funeral Home owner Robert Noblin reports the Chapel renovation at Riverside of Belen is completed! After the big storms this summer there was a lot of damage to the historic Chapel, built in 1911. Wanting to keep its old charm, Riverside modernized it a bit with new stucco, paint, lighting fixtures, carpet and a wonderful mosaic-tiled entryway. The pews, hand-carved buttresses and exposed wooden floors were kept original. They have also renovated and beautifully updated their viewing rooms to make them more spacious and comfortable. We invite anyone to drop by and take a look at what we're doing!!

Pargin Realty is excited to announce the addition of Cynthia Moya as an Associate Broker. Cynthia brings a wealth of experience, knowledge and energy with her. Give her a call today at 861-3500.

The Garden Gate Day Spa and Salon and the Green House Rotisserie are offering Valentine specials throughout the month of February. SweetHeart Package for Spa Services and a Five Course Gourmet Dinner that you can serve in the privacy of your own home (complete with candles) make celebrating this Valentine's Month easy and relaxing. Call 865-8813 for Spa Specials and 866-1936 for Dinner Specials. Watch for *Spa Thymes* in the *News-Bulletin* on Feb 3 for all the specials in the next three months. New swim classes starting Saturday at 10 am for the Polar Bear Club; outdoor swimming in a heated pool- great for circulation and starting the New Year right by increasing your exercise.

Romero Funeral Home has just completed its 70th Anniversary Year. It has a rich family history. Founded in 1936 by Nicanor C. and Alfides Vallejos Romero, the business was passed down in the '60's to their son N. Arno and wife Barbara Romero and their daughter Annie Romero Garcia and husband Solomon (Salo). In 1994, the business was purchased by their children Estanislado "Tiny" Garcia and Dicky and Suzanne Romero. After Tiny passed away in 1999, Dicky and Suzanne remained the sole owners. N.C. Romero's mission statement was "Dignified services for all, regardless of financial condition." To this day, Romero Funeral home remains committed to his philosophy.

The Historic Felipe Chavez Hacienda is hosting a Chautauqua performance (a one-person performance based on a character or event in history) on February 18, 2007, at 2:00 p.m. . Gabe Sahd, will perform the role of a "peone" during the 1800s, the time when the Historic Felipe Chávez Hacienda was built. Lunch and Performance are $15 (Lasagna, salad, tea or coffee and dessert) will be held from 12 to 2. Cost without the Lasagna is $10 for desert, coffee, tea, and the performance. The performance lasts one hour and is open to the public. Please call Ymelda Baca at 505 565-3167 or 360-888-5946 (cell) or e-mail haciendachavez@hotmail.com to make reservations so we may plan accordingly. Special arrangements can be made for special circumstances and needs. We hope to see you all there.

Member Renewals

Auge's
Baker Insurance
BNSF Railway Company
Carpet Warehouse
Craig Tire Company, Inc
Custom Decorating, Inc
Dex Media
Falcon Ridge
Financial Network
Hub Furniture & Carpet Company
Koch and Associates
Norman McDonald
Pete Armstrong Services
PNM Electric & Gas Service
Sanchez Medical
Solo Cup Company
Tierra Grande Improvement Association
Valencia County News-Bulletin

Thank You for Your Continued Investment in Our Community!

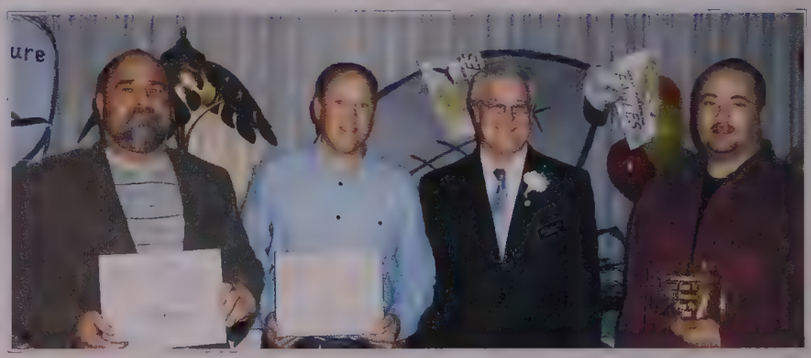
WELCOME NEW CHAMBER MEMBERS!

A Higher Class of Carpet Cleaning, is proud to have served Valencia County for the past 8 years. They offer carpet cleaning, stretching and repair; grout and tile cleaning; upholstery cleaning and carpet sales. They also offer water extraction and restoration services and 24 hour emergency services. Their values are keeping the customer happy because "We want your business for Life." Call 720-2580

Vision Care Direct is a vision program offering a comprehensive eye care plan to individuals and groups. The list of providers in New Mexico is extensive and includes Total Eye Care in Belen, Dr. Donald Leach in Los Lunas and over 36 providers in Albuquerque. 5% Discount on Vision Plan for Chamber members. Call Diane Huckabee @ 505-620-7456

CHAMBER HONORS 2006 AWARD WINNERS

Pavlos and Nicki Panagopoulos 2006 Citizen of the Year award.



Volunteer Group of the Year presented to The YAFL Coaches

Infinity Award presented to Hub Furniture Owner Bennie Sanchez

Tim Lardner, President of New Mexico Travertine, accepts Amigo Award

Member of the Year award presented to Renée Antoinette's School of Dance

Greater Belen Chamber of Commerce

2006 Annual Report & 2007 Member Directory

Greater Belen Chamber of Commerce

712 Dalies Avenue
Belen, NM 87002
(505) 864-8091
(505) 864-7461 Fax
belenchamber@belenchamber.com

BOARD OF DIRECTORS

LARRY MARSHALL, *President* **864-9014**
Belen Sand & Gravel

CINDY BROWNING, *Vice-President* **864-6654**
Valley Improvement Association

RHONDA DAVIS, *Treasurer* **865-1830**
New Mexico Bank & Trust

JULI HUTCHINS, *Past-President* **841-5301**
Valencia County Cooperative Extension Service - NMSU

BOARD MEMBERS

PETE ARMSTRONG **864-2084**
Pete Armstrong Services

ROBERT AUGE **864-4482**
Auge Sales & Service

RITA GARCIA **864-4472**
Valencia County News-Bulletin

PAT GOODSON **385-6591**
Super Values Magazine/P&L Marketing

JENNIFER HISE **864-1200**
CEMCO

DAVID HOCKMUTH **864-7401**
Wells Fargo Bank

TIM LARDNER **864-6300**
New Mexico Travertine

PATRICK MCKELVEY **864-0325**
Individual Member

PAUL RISSO **864-2218**
New Mexico Water Service Company

GILBERT TABET **864-4135**
Circle T Drive In No. 1

MAYOR RONNIE TORRES **864-4337**
Hair Innovations

HONORARY BOARD MEMBER

LUZ CHAVEZ

EX-OFFICIO MEMBERS

CINDY CLARK, *Chamber Director*

RON GENTRY - *Valencia County Commissioner*

CINDY ANKIEWICZ, *UNM, Valencia Campus*

CLAUDETTE RILEY, *Belen EDC Executive Director*

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Greater Belen Chamber of Commerce

Dear Board of Directors and Members;

Thank you for the opportunity to serve this past year as President! I have thoroughly enjoyed my association with the Greater Belen Chamber of Commerce and look forward to three more years on the Board, thanks to you all. This has been a year of accomplishment and transition for the Chamber. We completed our second full year with Cindy Clark as Chamber Director and we've seen tremendous growth in her abilities and performance. We have a new staff that has really stepped up to the plate and consequently, the office is beginning to operate smoothly. Additionally, the Chamber has a new website, new computers, and a new member management software system; all combining to give us a more professional capability.

This past year we also began operating with a five-year plan. By following the plan, we've established an advisory committee made up of past presidents that has already positively impacted our planning. This committee will primarily be responsible to ensure the Chamber follows its long term plan. The strategic plan also identified the need for a new downtown building to house Chamber offices as well as a performing arts and convention center – we have identified a location and are beginning to develop a vision for how it should look. The third area of emphasis for the plan is a new outdoor events facility to host the annual Rio Abajo Days and other outdoor activities. Several attempts have been made to begin that effort and several potential sites are being discussed. The final aspect of the plan was to develop an additional, significant source of revenue. This report is largely a result of that effort. Your sponsorship has provided the resources that will allow us to do much more on your behalf. This year, we should achieve much more visible results as we continue to execute the plan.

Finally, I'd like to express my appreciation to you, the Board. Each of you found a way to contribute your ideas, work ethic, creativity, and enthusiasm to everything we accomplished. Many of you went way beyond the second mile! Without you and your efforts, this Chamber would not be successful. Your strength and dedication provided the fuel for this organization and I am certain Belen will look back to this Board and this year as the beginning of the great things that happened to this community!

Sincerely,

Larry Marshall
President
Belen Sand & Gravel

Director's Review

Cindy Clark
Chamber Dirctor

The past year has been a whirlwind of events and activities that have contributed to the increased visibility of the Chamber in the community and to the value of being a Chamber member. This has all been accomplished thanks to the hard work and dedication of an enthusiastic Board of Directors, the loyalty of a quality office staff (left) and the active participation and generous support of the members of the Chamber. The Chamber would not exist, and the Director could not operate, without the guidance and encouragement of all of these people.

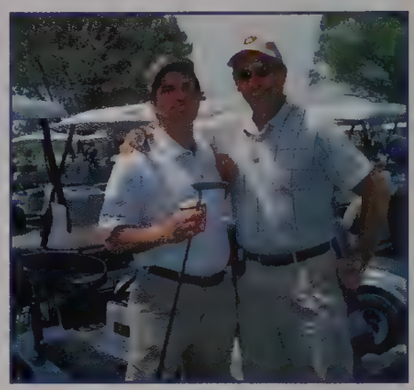
Rhonda, Susan & Dottie

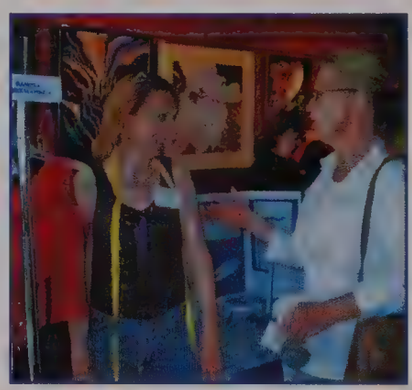
In January at the Annual Banquet, the Chamber membership nominated and the Board voted that awards be given to these outstanding community members: Tim Lardner, Citizen of the Year; Auge's Sales and Service, Infinity Award; Roland K. Sanchez, M.D., Member of the Year; Judy Chicago and Donald Woodman, the Amigo Award; and the Belen HS Staters, Volunteer Group of the Year. Also in January, Board President Larry Marshall, Vice President Cindy Browning and I attended the legislative Reception and Business Day in Santa Fe to display the Greater Belen Chamber and City of Belen's assets, meet the legislators and become informed on the legislative issues facing Valencia County. (above)

In February the Chamber was honored to host US Senator Pete Domenici as the monthly luncheon speaker. He informed the membership of the initiatives he was working on in Washington, DC to add improvements to Valencia County. (left)

March brought our Member Appreciation Day when all members were contacted and given a Chamber cup. (left)

In April the Chamber Golf Committee, chaired by Board member Pete Armstrong, organized a very successful Eagle Pride Golf Tournament. (below) The Chamber raised enough sponsorship money from generous member business owners to award ten $500 scholarships to Belen HS seniors. Also in April the Association of Commerce and Industry (ACI) reviewed the 2006 New Mexico legislative changes at the monthly luncheon.





In May and November we replaced the noon luncheons with a Mix, Mingle, Munch evening social, giving members a chance to have a free table top display of their business and time to get to know each other and network while they munched goodies. (left)

June is the month that the three Valencia County Chambers join together for the Annual Economic Development Conference at the University of New Mexico-Valencia Campus. Many new economic developments in the county made this year's conference a highly informative and well-attended event.

In July at the luncheon the Chamber honored the ten Eagle Pride Scholarship award winners and their sponsors. (below)

# of 2006

At the annual August New Teachers Luncheon the newly hired Belen area teachers were welcomed by Chamber members and school personnel. (right) It was held at the newly completed beautiful Central Elementary School. (below) Also in August, 21 Chamber business

members volunteered to teach the Eagle Pride "stay-in-school" curriculum to all four grades at the High School. They did an awesome job!

September is the Chamber's busiest time of the Year. The Chamber sponsored the Valencia County Parade "Youth-The Heart of Valencia County" and invited Elementary Schools in Belen and Los Lunas to send a student representative as a Marshal for the Parade. (below) On the last week-end of September we held our family event of the year, Rio Abajo Days, our

major fund raiser for the Chamber operating expenses. The September luncheon was a preview to the big event, with a CD of the music of Jack Jackson, professional country-western singer hired to perform for the Rio Abajo week-end, playing in the background. As a result of his appearance and other great events, this year far surpassed the three previous years in attendance, income and good old-fashioned Fun! Thank you to Chairman Robert Auge and the Rio Abajo committee, the 50 Sponsors and the 42 Volunteers. We can't do it without you! (above)

In October we again lunched with the Valencia County Chambers for the yearly ACI meeting to discuss the legislative issues we all believe are important for Valencia County in 2007. We also held another Mix, Mingle and Munch at the Harvey House amidst the Belen Art League's beautiful annual art contest display. (above)

In November members and guests gathered for lunch at the newly renovated Historic Felipe Chavez Hacienda. The Baca family served a traditional New Mexican meal in this lovely Bed & Breakfast and meeting facility.

The December Annual Christmas Luncheon ended out the year with children from the area singing and performing with Joyful and Peaceful wishes to all. (right)

Through community involvement, the Chamber has added their voice to the improvement of the quality of life in Belen. Along with all these monthly activities, the Legislative & Community Affairs Committee, chaired by Tim Lardner, offered three candidate forums to citizens of the county. (above, left) The three candidate forums gave the citizens an opportunity to listen to the candidates in person to help their voting decisions. The Chamber Director's membership on the Board of the Greater Belen Economic Development Center has kept the Chamber informed about the latest improvements in the Rail Runner, Alexander Airport, and the Cielo Vista and Heart of Belen projects.

Midway through the year, an on-line Membership Survey was filled out by over one-fourth of the membership, giving us valuable data on the members' perception of the Greater Belen Chamber in ten different categories. The Chamber scored highest in the area of Advocacy and lowest in the area of Membership. Thank you all who participated in the survey- we are listening to you and working hard for you. We welcome the 52 new members who joined the Chamber in 2006, quality businesses that will strengthen our membership through their enthusiasm and energy.

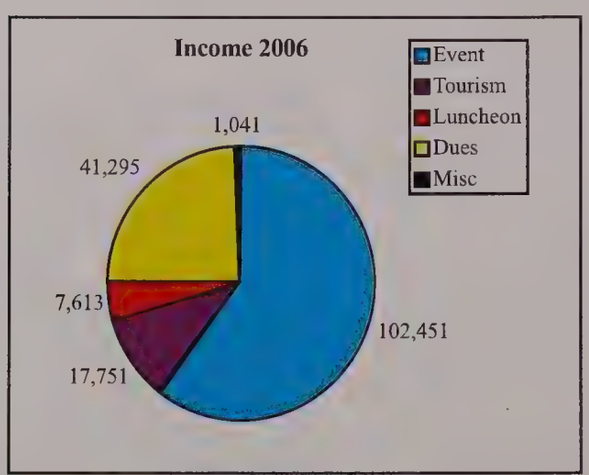
I look forward to the year 2007 and all it holds for the successful future of the Greater Belen Chamber and the community. I thank you all for your involvement and kind support.

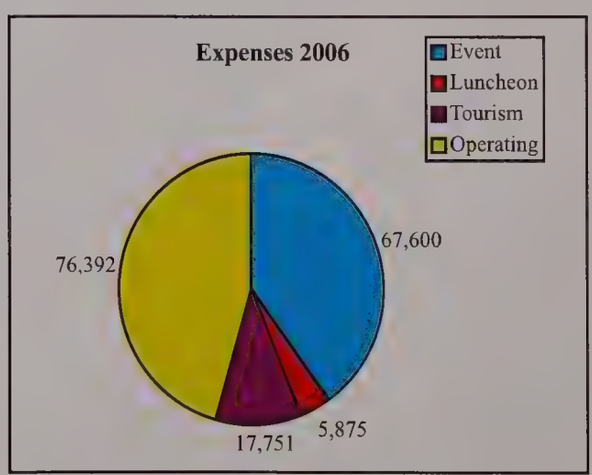
Sincerely,
Cindy Clark, Chamber Director

2006 Financials

Balance Sheet Year End 12/31/06

ASSETS	
Current Assets	
Cash - Fund Raising	12,008.62
Cash - Operating	7,019.54
Accounts Receivable	-86.65
Scholarships	2,000.00
Total Current Assts	20,941.51
Fixed Assets	
Accumulated Depreciation	-18,633.00
Building - Office	38,324.00
Furniture & Equipment	10,687.84
Land - Office	10,000.00
Total Fixed Assets	40,378.84
TOTAL ASSETS	**$61,320.35**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Payroll Liabilities	1,167.84
Total Current Liabilities	1,167.84
Total Liabilities	1,167.84
Equity	
Operating Balance Equity	65,902.05
Retained Earnings	-8,283.45
Net Income	-2,533.91
Total Equity	60,152.51
TOTAL LIABILITIES & EQUITY	**$61,320.35**





Unaudited Financial Statements

Looking to the Future

Action Plan for 2007

Vision Statement

"By 2010, we see Belen as a community uniquely positioned to meet business, housing, education and lifestyle needs by being

1) A friendly, safe place to live;
2) A center of commerce that offers a variety of jobs and career opportunities by leveraging multi-modal transportation capabilities;
3) A community with an integrated education system that produces a strong workplace; and
4) A community with recreational and cultural programs and facilities serving citizens of all ages."

Mission Statement

"The Greater Belen Chamber of Commerce is dedicated to growth and retention of commerce through committed partnerships enhancing our quality of life."

A New Year brings new momentum and high hopes for achievement throughout the 2007 year. The Greater Belen Chamber of Commerce and its Board of Directors will focus on the continuation of the long – term plan implemented in 2006. With the Heart of Belen Project underway and the Rail Runner commuter rail project ready to roll down the tracks, Belen is a welcoming location for many businesses throughout the United States. More focus is being drawn to Belen and its surrounding areas. This is the beginning of Belen's long awaited economic boom.

The Chamber continues to dedicate its devotion to growth and retention of commerce. Our commitment to enhancing existing partnerships and developing new ones will continue to benefit all Chamber Members. As a member of the Chamber, your investment in membership opens many doors of opportunity to create your own partnerships and strengthen your business's potential with the power of networking. Networking and communication amongst our members, area residents, the county and City will be key links to the success of a well planned growth boom for our area. Our Chamber will strive to lead by example through our vision and mission statements. To help achieve our goals the Chamber will work throughout the year to implement a "shop local" campaign that will be implemented countywide. With this campaign and the preliminary planning to achieve this campaign, we hope to assist our local businesses in understanding the key changes that are taking place nationally that affect the marketplace and buyer's choices.

The Chamber will continue to seek means of additional funding. This funding will be the key to a new Chamber office and convention facility within the Heart of Belen Project. The future growth of Belen depends on all businesses contributing to the growth and retention of commerce. Many store fronts are being rejuvenated and tenants are moving in. With the community's assistance, these types of activities will continue and Belen and Valencia County will begin to prosper. The Chamber is committed to reaching those businesses in 2007 and offering them a business partnership that is there to provide assistance in commerce wherever possible. These partnerships and City wide efforts are crucial to Belen's future growth. Equally important to our vision is continual efforts to provide a new venue for large events in our area, as well as continual growth within the Industrial Parks. In 2007 the Chamber will continue its strategic initiatives in those areas.

Short Term Goals

1) Develop and Implement a "Shop Local" Campaign
2) Heighten business awareness of the changing marketplace
3) Enhance Chamber Membership
4) Enhance the power of Networking through Chamber Membership
5) Continue organizational structure to ensure strategic plan is implemented

Long Term Goals

1) Develop a third source of permanent funding
2) Create a facility to house the Chamber and the Economic Development Corporation
3) Support the creation of a new venue for large events in our area
4) Support existing and new industrial parks within the Greater Belen Area
5) Create an organizational structure to ensure the plan is implemented

Cindy Browning
President 2007

Member of the Year 2006

Renée Antoinette's School of Dance

Back row (l to r): Studio Manager, Leeanae Griego, Teachers; Rena Cordova, Alexandra Hodges, Kara Latter, (not pictured) Nicole Voris and Owner/Artistic Director, Renee A. Baca-Day. Front row (l to r): Demonstrators; Jordan Nix, Shayla Elkins, Alysen Ross, (not pictured) Scarlett Griego.

When Renée Baca-Day was growing up, there was no national touring company in the area and a performer had to travel outside of New Mexico to get that kind of dance experience. She danced professionally before starting Renée Antoinette's School of Dance in 1994 because of her love of teaching children and the desire to allow dance students the opportunity to perform with a touring company. The school specializes in Ballet, Pointe, Tap, Jazz, and Hip-Hop. Additionally guest teachers are often brought in to teach Flamenco and Irish dancing and also drama, and voice. The school offers classes to ages 3 to Adult, from Beginner to Professional levels. Renée's goal is to touch people's lives through the joy of the Performing Arts and to give every student the opportunity to better themselves, feel good about themselves, and to know that they are each blessed with special gifts. To help accomplish this goal, Renée built a new spacious and beautiful facility in September of 2005.

The school's Performing Youth Group, a non-profit group set up specifically to give local students the opportunity to perform on a national level, performed in Walt Disney World, on Carnival Cruise Lines, at Radio City Music Hall with the Rockettes and at the International Dance Festival in Hawaii. Final plans are still pending for them to dance this summer either in front of the Washington Monument or the Statue of Liberty. Additionally, they have been involved in volunteering to perform for community programs such as The Hub City Music Fests, Rio Abajo Days, the Valencia County Fair, retirement and assisted living programs and many local parades. They also helped to develop the Mardi Gras Festival which acts as a fundraiser for the City of Belen and Renée's Performing Youth Group. They want to show the rest of the nation that even a small community is capable of great opportunities. They are the only studio in Valencia County to have a National Standing as a youth touring group.

In 2003 Renée's school was chosen as the only dance studio in the state of New Mexico to act as the "host studio" to the world famous Moscow Ballet Company and have contracted to do this for as long as they would like to continue. They host the "Great Russian Nutcracker", for which auditions are held statewide and the dancers share the stage with Moscow's professional dancers. Workshops are held for "Swan Lake", "Cinderella", "Giselle", and in the summer of 2007 for "Sleeping Beauty."

Renée was recently honored with an award from the National Republican Congressional Committee as an Honorary State Chairman to the Business Advisory Council. On June 19, 2006 she attended the Annual President's Dinner in Washington, D.C. to accept the award. In December she was the recipient of a "Congressional Medal of Distinction" from the National Republican Congressional Committee (NRCC) for Outstanding Merit among American Business Women.

Renée believes if she can teach someone to have confidence while teaching them dance, she feels like she has done her job. She always says "I don't teach because it's my job, I teach because it is my passion!"

2006 Citizens of the Year

Pavlos and Nicki Panagopoulos

Fifteen years ago, a young man from Carlsbad stopped into the Belen Chamber Office to gather some information about Belen. Cortez Kibble, Chamber President warmly welcomed the young man who wanted to open a business in the area providing financial planning, stock brokerage, and insurance.

By the time Pavlos Panagopoulos had left the Chamber Office, Cortez had persuaded him to move to Belen, an area with no businesses dedicated solely to financial planning and brokerage. And so the Financial Network Investment Center was born, and is now a thriving, expanding business. Financial Network is located at 511 West Reinken Avenue in Belen.

Back Row(l to r): Albert & Francine Pena, JoAnne Psyllas, Nicki and Pavlos Panagopoulos. Front row (l to r): Anastasia, Patrick and Peter Panagopoulos.

Pavlos immediately jumped into the life of the community, joining the Noon Optimist Club and becoming their President, coaching the Belen High School soccer teams, serving as an active member of the UNM-Valencia Development Board. Pavlos became an active member of the Belen Chamber Board, including supporting the Belen Chamber Golf Tournament. He served as President in 2000. Pavlos worked with the Chamber to begin the Belen Scholars Program, which encourages local business people to talk with students about the importance of staying in school to further their careers and their quality of life. In fact, Pavlos met Nicki in 1994 at the American Hellenic Education and Progressive Association convention in Cheyenne where he chaired (and continues to chair) the Scholarship Committee which provides college scholarships for students of Greek ancestry.

Nicki Panagopoulos brought her considerable experience working in Congress and in the corporate sector to Belen when she married Pavlos in 1996. Nicki also immediately contributed to the community, obtaining a grant for the repair of the Harvey House, working to complete UNM-Valencia's Accreditation Study, and becoming President of the Belen Chapter of the American Association of University Women. One of Nicki's primary projects now is working with Belen Schools, the University of New Mexico and parents of autistic children to assist with curricular and support issues regarding autism. Both Nicki and Pavlos work to raise funds for autism research through a national movement, Autism Speaks.

Nicki's volunteer work is primarily behind the scenes—she is a true unsung hero. Periodically she will clear her home and office bringing office equipment, clothing and toys to the Valencia County Domestic Violence Shelter and Adelante. She is an active member of her church, volunteering for years in their various outreach and children's programs. But perhaps it is Nicki's day-to-day caring for a huge extended family of neighbors, children, elderly, and in between that makes her especially deserving of this award.

Pavlos and Nicki are very active in the St. George Greek Orthodox Church in Albuquerque, volunteering at the Annual Festival. Pavlos has served on the Board, Nicki is the Youth Music Coordinator, and both teach Sunday school. They also share the leadership of Belen's Pack 130 of the Boy Scouts of America, with Nicki serving as Den Mother and Pavlos as Treasurer.

Faces of the 2006

Those Businesses and Community Members

JANUARY MEMBER
SÜD-CHEMIE PERFORMANCE PACKAGING

Raul Scheller and Mark Florez pose in their reception area at their plant in Belen

FEBRUARY MEMBER
CRAIG TIRE

Sara Baca, Longtime Employee of *Craig Tire,* accepts award from Rhonda Davis, Membership Chair

MARCH MEMBER
SHERIFF POSSE CAFÉ

David Moya, *owner,* accepts the March award from Membership Chair, Rhonda Davis

APRIL MEMBER
BELEN SAND AND GRAVEL

Ronda Sanchez, from *Belen Sand & Gravel,* accepts award from Chamber Board Member, Ronnie Torres

MAY MEMBER
STATE REPRESENTATIVE DON TRIPP

Don Tripp, *District 49 State Representative,* accepts plaque from Board Member Rhonda Davis

JUNE MEMBER
RÉNEE ANTOINETTE'S SCHOOL OF DANCE

Renee Baca-Day, husband Justin and daughter Jasmine share the honor of Member of the Month for June

Members of the Month

Who Make The Belen Chamber Great!

JULY MEMBER

GLENN AND IDA OLIVER

Glenn and Ida Oliver, Owners of *Sunset Trailer Court in Belen,* have been in business since 1966

AUGUST MEMBER

THE WRIGHT CHOICE LEARNING CENTER

Sandra Wright, founder and owner of *The Wright Choice Learning Center,* accepts award from Board Member Ronnie Torres

SEPTEMBER MEMBER

CENTERFIRE REAL ESTATE

Max and Cherie Kiehne and their Employees display the September Member of the Month Award

OCTOBER MEMBER

NEW MEXICO BOYS AND GIRLS RANCHES

Bobby Wallace, Executive Vice-President of the *New Mexico Boys and Girls Ranches,* accepts Member of the Month Award for October

NOVEMBER MEMBER

P&L MARKETING

Pat Goodson, President and Owner of *P&L Marketing* and distributor of *Super Values Magazine,* is the November Member of the Month

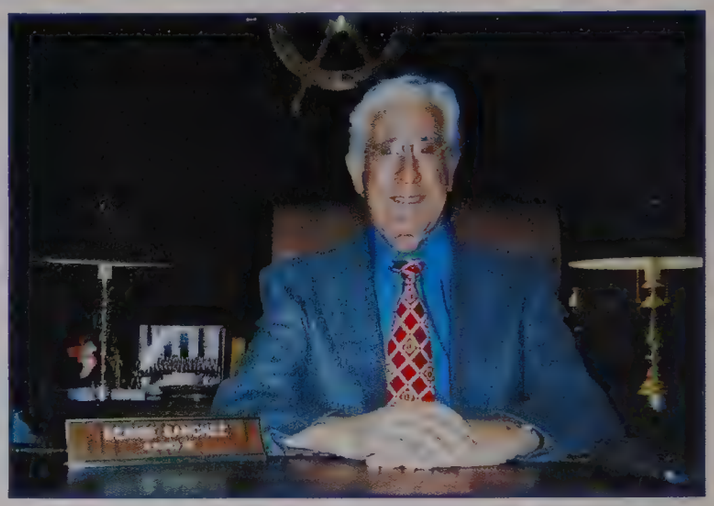
DECEMBER MEMBER

STATE EMPLOYEES CREDIT UNION

Ronnie Torres presents plaque to Anna Duran, of *State Employees Credit Union,* the December Member of the Month

2006 Infinity Award

Hub Furniture



In 1949 at the age of 22, Bennie Sanchez returned to Belen from upholstery school in California to start his own upholstery shop, Hub City Upholstery, in what was the original Belen News-Bulletin office. At the time he owned a $500 cushion making machine, a button machine, a reconditioned Singer sewing machine and some hand tools. The rent was $30 a month, a difficult payment for a new business. Bennie soon realized that without enough working money to operate, he would need perseverance and hard work in order to succeed. Under the G.I. Bill he was paid $90 a month for taking a cabinet making class at Belen High School. This helped make ends meet, but he still had to work eight hours in the upholstery shop and go to school five hours a day. He says that when you are young you can do it.

He depended on word of mouth advertising and knocking on home doors for his business to grow. At times he was ready to close and go work for the railroad. He worked alone for two years, but found it necessary to hire two helpers and then two more after being in business four years. He manufactured many furniture items such as custom made furniture, upholstered furniture, auto seat covers, new and renovated mattresses and drapes. Even in those years Bennie was active in civic affairs as a member of the Belen Chamber of Commerce, the Lions Club and an officer for the Knights of Columbus. He was President of the Chamber from 1959-1960.

Bennie and Ursula Sanchez have six children: Martha Anne, Jeanette, Michael, Dorothy, Eleanor and Cynthia. Son Michael works at Hub Furniture and was also President of the Chamber in 1989.

After 66 years, you can still find Bennie at Hub Furniture keeping an eye on the store at 204 N. Main Street, now a 25,000 square foot building selling the top lines of furniture in the country.

2006 Amigo Award

New Mexico Travertine

New Mexico Travertine Inc. was incorporated in 1983 by Vince Lardner, father of President Tim Lardner, Vice-President David Lardner and Secretary/Treasurer Jim Lardner. The company mines their travertine from quarries located fifteen miles west of Belen. The five distinct colors of the travertine in the quarries are gray, brown, pink, gold and crème. The Lardner family has operated these quarries since 1975. The Company has recently purchased two additional quarry operations in New Mexico. The first allows them to supply flagstone and snapped sandstone for residential and commercial applications. The second quarry produces crushed rock for landscape and construction needs. New Mexico Travertine at this time employs thirty-five people.

In the United States, New Mexico Travertine, Inc. has a network of dealers coast-to-coast allowing them to be represented in some of the most respected architectural offices in the country. They have supplied material to some high profile projects such as the Seattle Rapid Transit consisting of 50,000 sf, with seven private residences and a living area of 35,000 sf; a three building complex at Penn State; new dorms and a music center at TCU; and Federal Courthouses in Las Vegas and Fresno. Their most recent project is the new Catholic University Ave Maria in Naples, Florida.

Internationally, the company has supplied Travertine to two wedding chapels in Japan, to the US Embassy in Barbados, and to several Louis Vuitton stores in Vancouver, Canada. Their business ties in the European market consist of the purchase of fabricating equipment from Italy and Germany and the sale of travertine block to Germany.

New Mexico Travertine is proud to be a New Mexico Company who is a worldwide friend of business through the sale of materials quarried in New Mexico.

2006 Volunteer Group of the Year

YAFL Coaches

The 2006 Valencia County Coaches of the New Mexico Young American Football League (NMYAFL) have volunteered a great deal of their time to give the children of Valencia County a positive sports experience that not only teaches them athletic skills, but also life skills. They are proud to have their first Belen YAFL Champ, the 2006 Belen YAFL Sophomore division Eagles coached by Gary Vigil, as the winners of the 2006 Super Bowl. It was a 24-6 win over the La Cueva East Bears. This group was also the 2006 Super Bowl Champs and three times the State Champs in 04, 05, & 06.

The New Mexico Young America Football League (NMYAFL) is a non-profit corporation dedicated to teaching tackle football and cheerleading for boys and girls in Albuquerque, Belen, Los Lunas, Bernalillo and other surrounding areas. Every year they provide over 6,000 boys and girls the opportunity to participate and compete in these organized sports. The headquarters are located at 5300 Ponderosa Drive NE, Albuquerque, New Mexico 87110, P. O. Box 3482, Albuquerque, New Mexico, 87190

The objectives and purposes, for which this NMYAFL is formed, are as follows:

1) To engage in teaching and encouraging participation in the sport of American football, and cheerleading.
2) To assist in combating juvenile delinquency by promoting the physical and emotional well-being of young people by interesting them in participating in the sport of American football and cheerleading.
3) To further SPORTSMANSHIP and the importance of physical activity in their lives, and
4) To organize and manage competitive games and exhibits.

The Philosophy of the NMYAFL is: The interests and the well-being of each and every participant is our upper most concern, and for every participant in the program to have fun, to have a chance to play and have a chance for success. Winning is a goal, but at this stage in the development of players cannot be the most important goal. Our goal is to provide positive coaching, through an intensive interview process. We hope to provide the most competent caring coaches available to our players. Our coaches are our strength. We will make every effort to promote and enforce our league rules, purposes, and philosophy and so therefore we expect all others, such as parents, players, and fans to abide with these things as well.

The NMYAFL Football Coaches Purposes are: To give the participant an enjoyable, wholesome, rewarding and instructive introduction to the game of football; to give the participants an opportunity to develop their physical skills through the medium of the game of football; to give the participants an opportunity to meet, know and appreciate other boys and girls from diverse physical, ethnic, economic, social and cultural backgrounds; to give the participants an activity that will develop their character and an appreciation for Sportsmanship under the guidance of mature adult leadership.

The Coaches and their assistants for this year's award are:

Rookies:	Head Coach:	Shawn Ammons - 480-4142
	Assistants:	Chris Peralta, Mike Duanes, Robert Sanchez, Jesse Aragon, Jonathan Carroll
Freshmen:	Head Coach:	Dave Castillo - 859-0048
	Assistants:	Joey Garcia, Ronald Chavez, Antonio Duran
Sophomores:	Head Coach:	Gary Vigil - 681-7182
	Assistants:	John Barba, Jared Robinson, Greg Krause, James Kurtz, David Sanchez, Travis Holliday
Pee-Wees:	Head Coach:	Steven Contreras
	Assistants:	Cisco Contreras, Robert Kaneshiro, Rob Barr, Joe Tapia

SUPPORT YOUR CHAMBER MEMBERS' BUSINESS

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608 Dalies Ave. • P.O. Box 366 • Belen, NM

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Certified Public Accountants • Consultants
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Belen, NM 87002
505-864-3188

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Albuquerque, NM 87102
505-243-8844

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219 No. 4th Street
Belen, NM 87002
505-861-0332

Adelante Development Center
522 East Reinken
Belen, NM 87002
505-864-1420

Adrian's Print Shop
205 S. Main Street
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505-864-2332

Advanced Environmental Solutions, Inc.
2318 Roldan Drive
Belen, NM 87002
505-861-1700

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Albuquerque, NM 87102
505-842-9918

Alco Discount Store
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505-864-7746

Allstate Insurance Company
329 East Reinken Ave.
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505-864-1291

Al's Mini Mart #1 & 2
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505-864-2500

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505-565-3700

Ambercare Home Health
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Belen, NM 87002
505-861-0060

American Cancer Society
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Albuquerque, NM 87111
505-262-6013

American Red Cross
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Albuquerque, NM 87108
505-265-8514

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505-864-3800

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505-861-0404

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505-864-4068

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Back To The Basics Herb & Natural Store
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505-864-3065

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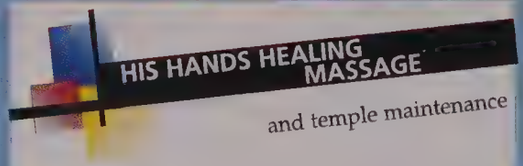

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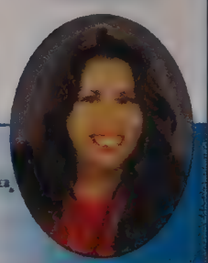

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2007 Happenings in the

Check out the latest event updates at: www.belenchamber.com

JANUARY - MAY

1/27 **Hispano Chamber Matanza**
A daylong event with pig roasting contest, horseshoe-pitching contest, tortilla-rolling contest, red chili cook-off and children's activities.
Call Tina Gallegos at 306-5912

2/2-3/25 **Casper Baca Rough Stock Rodeo Series**
Sheriff Posse Grounds. 6 x 6 Rodeo,
for Information call 505-287-9534

2/16 **2006 Mardi Gras Parade and Fundraiser**
To benefit the Harvey House. Parade begins at 10:00 am at Long John Silver's / A & W and goes to the Parks & Rec. Building on South Main – followed by daylong Entertainment, Silent Auction, Food Booths and more.
Call 864-9555 or 864-4337

3/17-18 **St. Patrick's Day Hot Air Balloon Rallye**
Heritage Park in Los Lunas (Hwy 6 at Hwy 47) FREE! Mass Ascension of Balloons at 7am Saturday & Sunday Block Party and Balloon Glow Saturday evening at dusk (weather permitting). Entertainment, crafts, music, food, dancing & more. www.VFRSballooning.org for info.

4/4&4/7 **Annual Easter Egg Hunt**
4/4 for kids 1-3 years old. 4/7 for kids 4-12 years old. Kids activities and games. Eagle Park. Call 864-0584

4/20 **Belen Chamber Golf Tournament**
To benefit Belen High School Eagle Pride Program, a stay-in-school and scholarship initiative. Call 864-8091.

4/28 **El Dia de Los Ninos (Day of the Child)**
@ Eagle Park. FREE – Youth Organizations share their info. Give-aways, Free Kites, Games, Youth Entertainment, Refreshments - Belen Parks & Recreation. Call 864-0584.

5/12 **Hub City Music Fest**
NM Style Music – 6-11pm on corner of Becker/Dalies and Main. Call Belen Recreation Center for Information at 864-0584

5/20 **Carson & Barnes Circus**
City of Belen – Eagle Park. Call: Breakfast Optomist at 864-2988 for tickets.

JUNE - SEPTEMBER

6/9-10 **Summerfest**
6/9 – Bikes & Bands, BBQ Ribs
6/9 – 11th Annual Car Show
6/9-10 – Wine Festival & Art Show
6/10 – Swap Meet/Flea Market
Valencia County Chamber 505-352-3596

6/16 **Annual Hub City Auge's ALL-MOPAR Car Show**
Judging open to all Chrysler and AMC Vehicles with Mopar Swap Meet. Call 864-4482.

6/17 **Hub City Music Fest**
Karaoke Sing Off 6-11 pm - on corner of Becker/Dalies and Main Call Belen Recreation Center for information at 505- 864-0584

6/30 **All American Independence Day & Music Fest**
Arts, Crafts, Vendor Booths, Kids Balloon Bounce, Contests – family fun. 6-11 pm FIREWORKS at dusk. Call Belen Recreation Dept at 864-0584

TBD **2ndAnnual Belen Classic Car Show**
All 1972 and older Car Show to Benefit Special Youth Programs for Parks & Recreation. Call Andy House 385-1410

NEW MEXICO LAND OF ENCHANTMENT TOURISM DEPARTMENT
CITY OF BELEN THE HUB CITY STATE OF NEW MEXICO
Best Western
HOTEL La Mirada B&B
Holiday Inn EXPRESS

Greater Belen Area

7/28 **Oldies Night on Main Street Music Fest**
Vendors welcome. Belen Parks & Recreation. Call 864-0584.

8/10-12 **Our Lady of Belen Fiesta**
Celebrating our 212th Fiesta Parade, entertainment, carnival, food, dancing under the tent. Parade 8/11 at 10:00 am. Call 864-8043

8/18-26 **Valencia County Fair**
4-H and Open Class Exhibits—Youth and Adult. For Booth information, call 865-4584 or 864-4444

8/24-26 **Sheriff Posse Rodeo**
For Entry Information, Call Leonard 307-9000

8/25 **Valencia County Fair Parade**
Begins at 10:00 AM For Entry information, call 864-8091.

July 27 THROUGH October 26
Farmers' Market – Anna Becker Park
Fridays 4:30 p.m. to 7:00 p.m.

9/27-30 **Annual Rio Abajo Days**
Celebrating our Farming & Ranching heritage with Western-Style Team Roping, Roughstock Rodeo with Barrel Racing, Arts & Craft Show, Mule & Donkey Events, Petting Zoo, Chuckwagon BBQ, Draft Horse Pull, Dance and family activities. Call 505-864-8091.

OCTOBER – DECEMBER

TBD **Captain Tamara Long-Archuleta Memorial Open Karate Championships**
Belen High School Gymnasium. For information, call Belen Goju Ryu Karate School 864-9568.

10/20 **Fall Festival**
Anna Becker Park 4-8 p.m. 304-5324 Music, Food, Entertainment, games, hay rides, Fun!

10/31 **Halloween Festival**
Fun and Activities for kids. Belen Recreation Center. Call 864-0584

11/25 **Annual Christmas Festival**
Arts & Crafts, food, Snow Queen Contest, Light display in Anna Becker Park. Belen Parks & Recreation Call 864-0584.

11/25 **Miracle on Main Street Electric Light Parade**
Lighted Floats brighten the evening streets to start the Christmas Season. To enter, call 864-0584 Belen Parks & Recreation.

12/1 **La Gran Pastorela de Belen**
30+ years – Traditional Folk Play sung in Spanish. At Harvey House at 6pm. Call 864-8547.

12/15 **Annual Children's Christmas Party**
Call Belen Parks & Recreation 864-2830.

If you have an event you would like added to this list, contact the Belen Chamber Office:
Telephone: 505-864-8091
Fax: 505-864-7461
Email: belenchamber@belenchamber.com
721 Dalies Avenue, Belen, NM 87002

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GREATER BELEN CHAMBER OF COMMERCE
AND VISITOR'S CENTER

Chamber Voice

MISSION: *Dedicated to the Growth and Retention of Commerce*
Through Committed Partnerships
Enhancing Our Quality of Life

www.belenchamber.com

April 2009

Greater Belen Chamber of Commerce

2009 BOARD OF DIRECTORS

Officers

Michael Vallejos, President Mike & Ernest Welding Supplies	861-5473
Terri Young, 1st Vice President First Community Bank	724-5306
David Renteria, 2nd Vice President BNSF Railway	864-5162
Rick Gallegos, Treasurer MyBank President	864-3301

Elected Members

David Blacher Blacher Family Holdings	999-1452
Andrew DiCamillo Belen Planning & Zoning	864-8221
Lorraine Doty Belen Art League	864-1906
Anna Duran State Employees Credit Union	565-8400
Pedram Ghoreishi Heraa, Inc.	864-6935
Tom Greer Individual	864-2233
Vicki Herring Valencia County News-Bulletin	864-4472
Jerry Martinez Clear Choice USA	350-8865
Randie Montoya Individual	417-0637
Aaron Silva Elite Muscle	864-4210
Mandie Trujillo JLS Real Estate, LLC	966-0121
Teressa Witthoff Sandia Self Storage	385-4499

Honorary Board Members:

LUZ CHAVEZ– Lifetime
ROBERT AUGE– 3 Year Term
TIM LARDNER– 3 Year Term

Ex-Officio Members

Wayne Abraham, UNM-VC SBDC
Cindy Clark, Chamber Director
Rudy Jaramillo, City of Belen
David Medina, Valencia County Commission
Claudette Riley, Economic Development
Richard Tafoya, Belen Consolidated Schools

Around Valencia County

Casa de Abo's Art and Garden Event is enjoyed by Juaquin Sisneros, owner , Nino Trujillo, and Bennie Sisneros

At the Insurance Store a New Member plaque was presented to George and Clara Dunkerly

"The Green Car" was the St. Patrick's Day Raffle Prize donated to VC Shelter for Victims of Domestic Violence

Karla Barrela, Outreach Coordinator for the Shelter, shows the generous donations to the Shelter- from the attendees at the Balloon Rally

Beautiful Balloons filled the skies above Los Lunas's Morris Field as many early risers enjoyed the view at the Annual St. Patrick's Day Balloon Rally

Cindy and friend Susan Reese sacrifice their dignity and reputations as they get "Locked Up" by MDA. Many other community members joined in this worthwhile event to help raise funds for MDA .

PRESIDENT'S THOUGHTS

Your local stimulus package is here and ready to go! It's time for merchants and shoppers in the Belen area to step up to the plate and act. Included in this Newsletter is an insert with the description and sign up form for the **Chamber Bucks Program.** Created by the Greater Belen Chamber of Commerce Board of Directors, this program gives you as a business the opportunity to support our local economy and stimulate economic growth for everyone. You as a consumer will save money, save gas, and help the community prosper. This program is designed to encourage everyone to shop our Belen Chamber Member businesses and SHOP LOCAL! Member businesses join the Chamber Bucks Program and accept Chamber Bucks as a unique method of offering a discount to all customers who bring in Chamber Bucks. The discount you offer is up to you– the Chamber provides the Chamber Bucks, but does not reimburse your discount. Your increase in customers and your added sales are your benefit. Find the insert in the middle of the Newsletter and sign up as soon as possible! Call the Chamber @ 864-8091 if you have questions about the program.

A list of businesses who are part of the Chamber Bucks Program will be put on the web-site by April 15th, Kick-off Day for the Chamber Bucks Program. The list and the Chamber Bucks will also be distributed before Kick-Off Day to current Chamber Members, new Chamber members and participating Chamber Bucks businesses to use for your own family and to give to friends and neighbors to use at these Chamber Bucks Businesses . Your Chamber Bucks will be sent to you by Kick-Off day. Look for them in a large Belen Chamber envelope that will also contain the Annual Report and Member Directory.

WHY SHOP LOCAL FIRST?

$ Most new jobs are provided by local businesses: Small local businesses are the largest employer nationally, and in Valencia County provide the most new jobs to residents.

$ Our one-of-a-kind businesses are an integral part of our distinctive character: The unique character of Valencia County is what brought us here and will keep us here. Our tourism businesses also benefit. "When people go on vacation they generally seek out destinations that offer them the sense of being someplace, not just anyplace." - Richard Moe, President, National Historic Preservation Trust

$ Local business owners invest in community: Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.

$ Customer service is better: Local businesses often hire people with more specific product expertise for better customer service.

$ Competition and diversity leads to more choices: A marketplace of many small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

$ Reduced environmental impact: Locally owned businesses can make more local purchases requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

$ Encourages investment in Valencia County: A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

$ Non-profits receive greater support: Non-profit organizations receive an average 350% greater support from local business owners than they do from non-locally owned businesses.

Your Shop Local President,
Michael Vallejos

CITY OF BELÉN

MARCH MEMBER OF THE MONTH

The City of Belén was founded over 265 years ago. The Spanish established this peaceful little village on the west bank of the Rio Grande, and named it Belén for Bethlehem. 141 years later the Atchison, Topeka, and Santa Fe railroad laid tracks North and South through the Territory of New Mexico and over time this peaceful little village became a town and was given the nickname "The Hub City" because of the Belén railroad cutoff. The cutoff made it possible for many more trains to traverse East and West and North and South across the United States.

Today, the City of Belén is a service-focused government organization that responds to the expressed and assessed needs of the residents of the city. The city strives to make Belen a better place, and makes every effort to keep the citizens happy. With over 100 employees, the City of Belén provides services such as water, waste water, streets, police, fire, community services and Belén even sports a municipal airport.

The City of Belén sponsors many community activities such as The Hub City Music Fests, Miracle on Main Street Electric Light Parade and Christmas Festival and El Dia de Los Ninos. They also sponsor a variety of holiday activities throughout the year for example the annual Easter Egg Hunt and the Fall Festival. In addition they participate in other events that take place in the city.

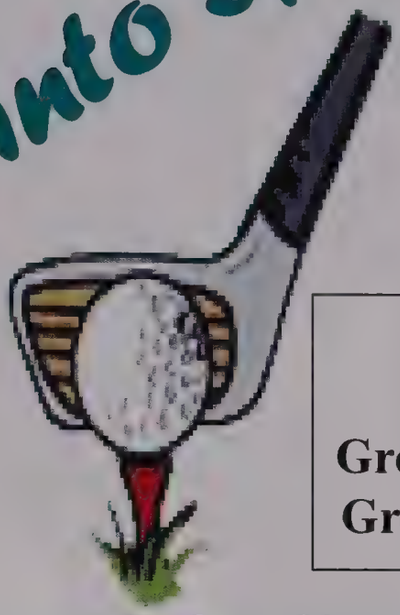
The City continues to make improvements in the area. One of the newest additions is the new gym at the multipurpose park. If you haven't visited it yet, please do so soon. They are ready to break ground on Camino del Llano and north interchange soon.

The City's quote to share with the community:
"We have one of the hardest working most loyal staff and we are very proud of them."

Spend a few moments, visit the website www.belen-nm.gov and see the services the city and this website have to offer.
If you can't find what you are looking for, give us a call 505-864-8221.

Congratulations
CITY OF BELÉN!!

Swing into Spring



Tierra Del Sol Country Club
Belen, NM
Friday April 17, 2009
11:30 am Registration
12 Noon Shotgun
Scramble Format

Your Participation Supports
Belen HS Scholarships
Greater Belen Educational Foundation
Greater Belen Chamber of Commerce

Greater Belen Chamber of Commerce

Eagle Pride Benefit Golf Tournament

For More Information or to Sign up as a Sponsor or Player
Go to www.belenchamber.com or contact:

Greater Belen Chamber of Commerce
712 Dalies, Belen, NM 87002
Phone:864-8091 Fax: 864-7461
e-mail: cclark@belenchamber.com

PROMOTE YOUR BUSINESS — DONATE AN ITEM !!

Instead of many small items, this year we would like to have a nice golf related or other item to have as a gift for each of the golfers. We do need both Men's and Women's items. If you have smaller promotional items, we will set them out for golfers to see and take. A sign with your business name on it will be displayed by your items and you will be recognized in the *Chamber Voice* and the *News-Bulletin*. Please bring items to the Chamber ASAP or call - we will be glad to pick them up.

March Mix Mingle and Munch

Hosted by

Graphics Arts Station—Bruce Prater

Get to Know our Businesses

Each Month the Chamber will introduce three businesses to help you decide where to shop local for services and products

Thank you to these businesses for their prompt responses to the recent survey from the Chamber!

We are proud to introduce these quality businesses this month!

Carlos' Cantina and Grill
Carlos Discount Liquor Store
Ron Tabet, Owner
629 S. Main Street
Belen, NM 87002
505-864-8410
rontab@uno.com

Established in 1933, the business specializes as a restaurant, lounge and liquor store. This is a long-time family business that also is very involved in the community. The business is a member of all the Belen and Valencia County Hispano Chambers of Commerce and Ron is on the Board of Directors of the Hispano Chamber. He is also involved in the Belen Area Food Bank.

Some of the services that are not well known are that they cater and do private parties on or off their facility. This includes Sunday "run of the house" events such as parties, anniversary celebrations; retirement, birthday and graduation parties.

Ron desires to continue to grow the business and develop the property around the business. He is actively seeking to bring other businesses to this corner of Belen. In 2008 a new 1400 sq. foot dining room and complete remodel of the facility was complete.

The restaurant offers daily food specials and also event specials. Ron wants you to know that Carlos' is not just a bar, but is also an established restaurant!
Carlos' one concern about business in the greater Belen area is the ongoing concern about DWI. The establishment is very conscientious about monitoring the patrons as they leave to make sure they are in a condition to drive and arrive home safely. They close early to avoid serving drinks too late.

Hours: Restaurant: M-Wed & Sat. 4-10
Fridays open till 11
Liquor Store 10am -10pm daily

Sandia Self Storage
Teressa Witthoff, Manager
19461 Frontage Road
Belen, NM 87002
505-864-7110
teressaelaine@msn.com

Established locally in 2004, the business specializes in storage and moving. They pride themselves in their dedication to customer service.

Manager Teressa Witthoff serves the community through her volunteer membership on Greater Belen Chamber of Commerce Board of Directors and through her work with "Toys for Tots". A goal of the business is to be involved and help the community in any way they can.

Little known services of the business are they are the only Fed Ex Shipping Center in Belen and that they sell all kinds of moving and packaging supplies. Their future plans are to build an additional 35 storage units to better fit the needs of the customers.

The business offers free rent for the first month of rental and a 10% discount on anything done for Belen Chamber members. If tenants sign up with "autopay", they get a free lock for the storage unit.

A quote for businesses is: "Exemplary customer service brings exemplary customers!"

Concerns Sandia Self Storage has about business in the greater Belen area is that everyone should do their best to shop our local businesses. If you are in the market for a certain product or service, look locally before you go anywhere else. Keeping consumer dollars locally benefits everyone!

Hours: M-F: 9:30-5; Sat: 9:30 -3

Deborah M. Okon, Ph.D
Clinical Psychologist
315-C Reinken Ave.
Belen, NM 87002
505-861-3894
dmokon@comcast.net

Established in Belen in 1997, Dr. Okon is the only full time psychologist practicing in Belen, only one of two psychologists in the County, and people travel from as far as Magdalena and Northern Albuquerque for her services. She accepts most private insurance plans, Medicare and Tricare.

Very involved in the community, her past and present activities include: Member of the Board of Directors of the Shelter for Victims of Domestic Violence 1997- 2000; contractor for the LLSD Special Education Department 2 days a week 1997-2005; presented the Belen Consolidated Schools Head to Toe Conference 2008; teaches at the University of Phoenix for the Masters of Counseling program; serves as a member-at-large on the NM Psychological Association's Legislative Committee; and is the American Psychological Association Practice Coordinator for New Mexico.

Dr. Okon is one of only two psychologists in the state who specializes in the treatment of eating disorders. She also specializes in pain management and military issues. A change she has made in her business is that she has also become more active in state and federal legislative processes.

Dr. Okon wants us to know that people really do travel from far away to experience the "gems" of Belen! She says to please keep striving to fill up our vacant buildings and to keep our community clean, safe, and inviting.

Office Hours by appointment only
Monday thru Wednesday & Friday
9 to 5

◊ Member Renewals ◊

Al's Mini Mart #1 & 2
Belen Area Food Pantry
Blue Star Insurance
First Baptist Church of Belen
First Community Bank
First United Methodist Church
Heraa Inc.
Judge John Pope
Max Montano Jr.
M&M Respiratory Services
Namaste
NM Educators Federal Credit Union
NM Travertine
Paul's Son Signs & Graphics
Pen.gwen Productions (Steppin Out)
Rental Car Momma/Budget Car Rental
Rio Abajo Center for Religious Science & Spiritual Living
Sherōz Jewelers Inc.
Sierra Cleaners
Trend One
Wal-Mart Super Center
Waste Management of New Mexico
Wells Fargo Bank

Thank You for Your Continued Investment in Our Community!

◊ New Members ◊

Belen Computers

James Bunnel– owner
PO Box 1762
Belen, NM 87002
859-7822
Www.belencomputers.com
E-mail: jrbunnell@gmail.com
Computer repair, house calls preferred, Web design, Computer network set-up
Discount: 20% to Chamber Members

The Insurance Store

George Dunkerly, Owner
703 S. Main Street
Belen, NM 87002
861-8283
E-mail: instore1002@qwestoffice.net
Sells property, car casualty, homeowners, surety bonds insurance; accepts utility payments through Western Union; offers electronic check processing

La Villa Belen Apartments

Ron Paiz Sr., Elizabeth Paiz, Bernadine Paiz and Ron Paiz, Owners
1020 W. Aragon
Belen, NM 87002
864-3669
E-mail: jrpaiz@yahoo.com
Providing affordable, newly built 1 and 2 bedroom apartments.

Randie and Santiago Montoya

Individual Members
Belen, NM 87002

Welcome to the Belen Chamber Family!

SHOP THESE LOCAL MEMBERS — GET A DISCOUNT!

AAA New Mexico Special Group Discount: Save $20.00 on NEW AAA Memberships for all Members, their employees and families. 291-6710
Able & Willie's 10% off any order over $50.00. Call Bill or Charles at 864-3188, 621 N. Main Street
A.C.E. Firearms Training, Inc. 10% Discount on all training. 861-1436
A Higher Class of Carpet Cleaning Free fabric protector on all cleanings; monthly specials 720-2530
Bar Y Pet Hotel 14 day care for the cost of 13 days, Call Bobbie at 864-2251
Belen Cell Connection 15% in store discount 861-5615
Belen Computers and Design 20% discount. 859-7822
BNT Preschool 10% discount - 1st months tuition. 864-2687
Bright Ideas Promotional Products Galore! 10% discount on any order 866-5133
Costanza Orchard 10% discount on Honey and Bee Pollen (sold year-round, call for appointment). 10% discount on apples (harvest dates from mid August through mid November). Call 864-1621, 05 Padilla Rd, Belen
D.L. Blair Photography 10% discount 859-6753 or www.dlbphoto.com not to be used with other specials or coupons
First Community Bank 20% off standard checks and reorders. Belen only! Call 861-1900
Gemini Business Performance Solutions 25% Discount on open-forum workshops. 508-3644
G&K Glass and Mirror Discounts available depending on service 864-6501
Graphic Arts Station 10% to Belen Chamber members 864-7889
His Hands Healing Massage 10% off on services 459-5607
Inn of the Phoenix 20% discount . Valid any time. 861-2007
Jeff's Grounds Keeping 10% off services 864-3688
Key Decision Alternatives 10% off all magnetic and other natural health and wellness products (NIKKEN Independent Wellness Consultant) Call Dottye @ 861-01261
Kokopelli Acres Valencia & Socorro County Land for Sale; lots to 100+ acres. Discounts vary with size and location of land. 803-750-7554
La Mirada RV Park 7-day stay for price of 6 days for Member's relatives, Call 664-1900
Long Saddlery 10% Discount . Call 864-8934
Marty's Muffler Shop Inc. 10% Discount on all repairs. 864-8033
MyBank FREE checks, MyBank style only, for personal accounts and 50% off standard business check orders for life of the account. 864-3301
New Mexico Business Journal 15% off regular fee for 1 Year [12 issues] for NMBJ Source Guide Directory listing. Call 830-2043 or email info@nmbiz.com
Paradigm Physical Therapy Belen 10% Discount on One Month Gym Membership, Call 861-1200
Parkside Child Development Center 10% Discount . Call 864-6131
PG Enterprises 10% Discount to Chamber Members 573-9593
Professional Development Group LLC No tax, we pay the tax, 861-2200
Sandia Self Storage 10% off monthly storage fee for duration of lease and 10% off Penske truck rental – 864-1133
Self Defense New Mexico 1st month free and 10% off thereafter to chamber members and immediate family 315-9743
Sew What?! 10% discount on multi-piece orders, 565-2677
Simply Travel Free Vacation Consultation to Belen Chamber Members. 869-9200
Small Business Computing 10% off Bench Labor, Call 864-7179.
Subway Sandwiches 10% discount to chamber members 861-0953
Techniques Painting 10% discount 907-2099.
Tirecrafters 5% Discount (excluding rubber) 864-6798
Trails End Framing/Gallery 20% Discount on all items in the store, 864-6722
Trend One 15% Discount 861-0551
V2K Window Décor & More 25% discount 864-8887
Valencia Animal Clinic 10% off annual vaccinations, 864-4075
Valencia County News-Bulletin 40% ad discount on monthly Chamber Page, 864-4472
Walgreens Discounts offered by application in the photo department-see photo specialist 864-2083
Yucca Self Storage 1st month free and a free lock. 861-0382

IMPROVE YOUR BUSINESS EFFICIENCY- CHECK OUT THESE FREE BASIC COMPUTER CLASSES !!!

April 2009 - Taking Care of Business

Belen Public Library

At the Library Wednesday evenings from 6:30pm to 7:30pm

Free computer workshops on topics from basic computer use to navigating the Internet, in a relaxed, informal setting.
Please sign up in advance as space is limited!
Call 864-7522 or come by the Library

The emphasis in these workshops will be on using the computer for your small business

Wednesday, April 8 - Computer Basics: This class is for beginners and includes: Using the Mouse and keyboard, using "Windows", navigating the Desktop and opening programs, using "files" and "folders" efficiently to organize your data.

Wednesday, April 15 - Internet: Using a Browser to navigate the Web. Search strategies and tools for finding what you really want on the Web. Doing business on the web, without spending a lot of money. Class includes a list of useful Web resources for small businesses.

Wednesday, April 22 - Creating & Managing E-mail: creating, sending, deleting e-mail. E-mail etiquette, attaching documents, and creating folders for E-mail management.

Wednesday, April 29 - Basic Word Processing: Creating, editing, saving and printing documents. Use "files" and "folders" efficiently to organize your data. (We use Open Office for word processing, which is compatible with Microsoft WORD.)

Belen Public Library - In the Heart of the City of Belen
333 Becker Ave., Belen, NM 87002
Phone: (505) 864-7522
Online at: www.belen-nm.gov/library.htm
e-mail: kathryn.baldonado@belen-nm.gov

Library Hours
Monday-Thursday 9am-6pm
Friday 9am-5pm, Saturday 9am-4pm

APRIL

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 **Belen Chamber Luncheon** 1st Baptist Belen 11:30 am	3	4 **Model Railroad Vendor Show @ Harvey House Museum**
5 **Model Railroad Vendor Show @ Harvey House Museum**	6	7	8 **Hispano Chamber Luncheon**– Fat Sats **Annual Easter Egg Hunt**- 1-3 Years Old Eagle Park 864-0584	9	10 Good Friday	11 **Annual Easter Egg Hunt**-4-12 Years Old Eagle Park 864-0584
12 Easter	13	14	15 **VC Chamber Luncheon**- Big C's Pizza 11:30 am	16	17 **Belen Chamber Eagle Pride Benefit Golf Tournament**- Tierra del Sol 11:30 call 864-8091	18 Friends of the Library--Public Book Sale 9am-2pm @ Belen Library
19	**20**	**21**	22	23	24 **UNM-VC Scholarship Scramble**– Isleta Eagle Golf Course 11:30 Call 925-8522 **BNT Preschool & Kindergarten**– 2nd Annual Trike-a-thon 864-2687	25 **El Dia de Los Ninos-Free @** Eagle Park. 864-0584 **4/25-5/16 Belen Art League Spring Art Show**– Harvey House Museum Reception 0n 25th
26	27	28	29	30		

MAY UPCOMING EVENTS

5/1-5/16	Belen Art League Spring Art Show Continues– Harvey House
5/5	CYFD Heart Gallery Reception and Dance– 4-8pm Belen Community Center
5/7	Belen Chamber Mix, Mingle, Munch: – G – Longhorn and Buffalo Ranch - 5-7:30 pm 864-8091 to RSVP
5/9	Art Along the Railway: 10am-5pm Displays at Art Galleries in Valencia County. Call the Chamber @ 864-8091 @ 864-8091 for more information
5/9	Hub Music Fest– NM Style Music 6-11pm Heart of Belen Plaza– 864-0584
5/23-June 13	Artist *"Susan Brooke Perspective"* Harvey House

Feb 09 TOURISM ACTIVITY	IN STATE	OUT OF STATE	OUT OF COUNTRY	Total
Visitors				
Chamber Visitors	144	12	0	156
Harvey House Visitors	618	Including visitors from 17 States	0	618
Calls/Relocation	Total	Per Day	NA	Total
Chamber Incoming Phone Calls	442	23.26 calls per day		442
Relocation Packages sent	10			10
Tourism info sent to NM Magazine Referrals	75			75

Belen April Luncheon

Greater Belen Chamber of Commerce

April 2, 2009 Luncheon

First Baptist Church Belen
401 Becker Ave, Belen
11:30 Registration & Networking
12:00 -1:00 Meeting & Program

Cost of the Luncheon is:

A Monetary Donation to the
Belen Area Food Bank
(You decide the amount)

Program:
Presentation by
PNM of New Mexico

Call or e-mail the Chamber for all reservations 864-8091

rhonda@belenchamber.com

GREATER BELEN CHAMBER OF COMMERCE
& VISITORS CENTER
712 Dalies Avenue
Belen, NM 87002

BULK RATE
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PAID
Permit No. 81
Belen, NM 87002

What's Happening In BELÉN

Volume: 1, Issue: 1 May 2009

Special Points of Interest

- *Learn how your tax dollars are being spent on page 3.*
- *Ride the Rail Runner on Saturdays this Summer. Schedule on page 7.*
- *See what's available in commercial property on page 9.*
- *Read about the upcoming Farmer's Market on page 11.*

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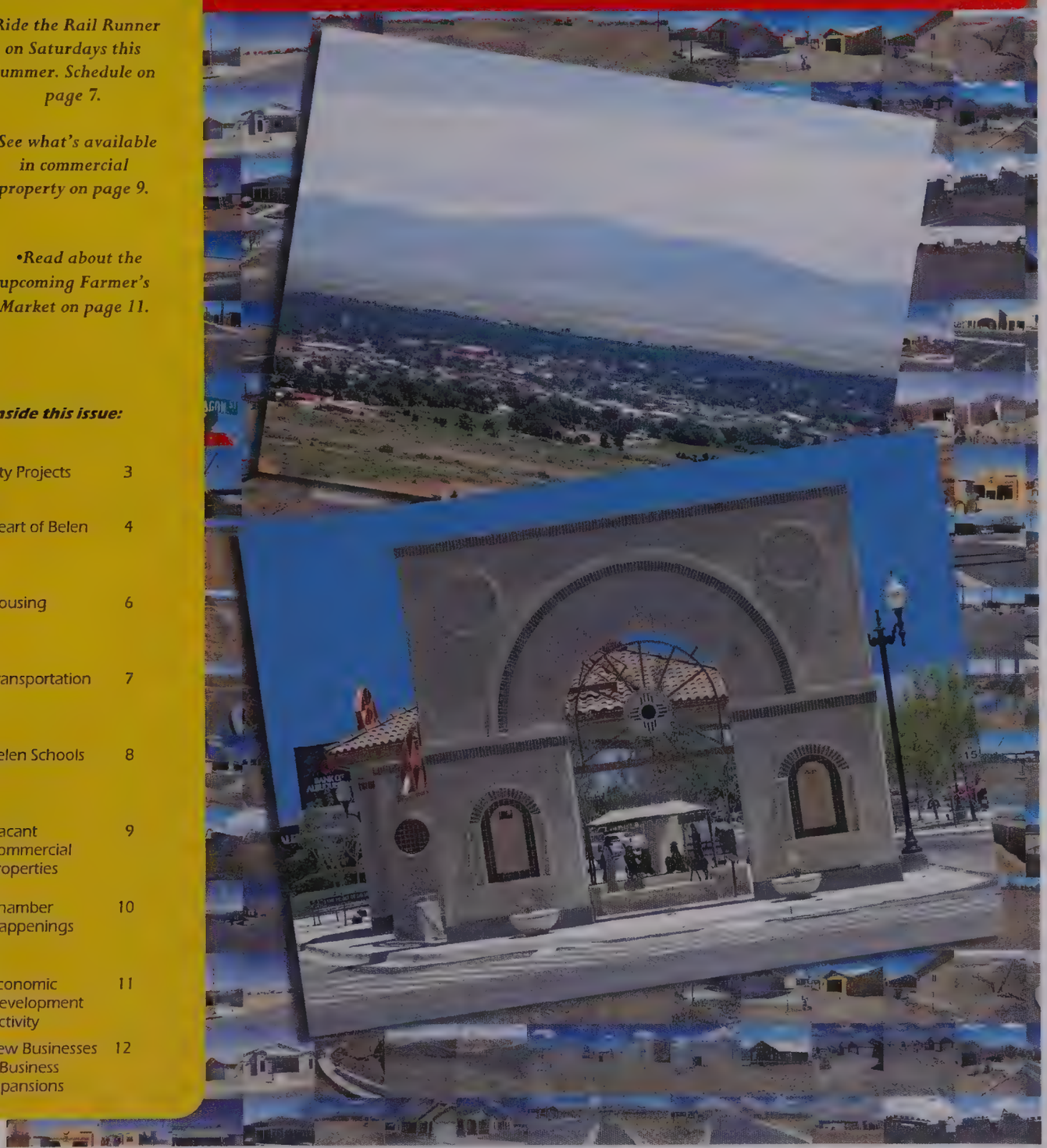

Ronnie Torres
Mayor
City of Belen

Claudette Riley
Director
Greater Belen Economic Development Corporation

Cindy Clark
Executive Director
Greater Belen Chamber of Commerce

This newsletter is a partnership between the City of Belen, Greater Belen Economic Development Corporation and Greater Belen Chamber of Commerce and Visitor's Center. As we work on building our community, we wanted to share with you the current projects that are helping to make our community grow and prosper. There are many things happening we are sure that you are unaware of so please feel free to contact us for more information.

The City of Belen

100 South Main Street
Belen, NM 87002
(505) 864-8221
www.belen-nm.gov

Sally Garley, City Manager

City Councilors

Wayne R. Gallegos Rudy Jaramillo
David Lopez A. Terese Ulivarri

Greater Belen Economic Development Corporation

100 South Main Street
Belen, NM 87002
(505) 864-8221 ex. 23
www.belenedc.org

The Greater Belen Chamber of Commerce and Visitor's Center

712 Dalies Avenue
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(505) 864-8091
www.belenchamber.com

Newsletter design & Belen Arch—cover photo by :

D.L. Blair Photography

(505) 859-6753
www.dlbphoto.com
david@dlbphoto.com

Quality Imagery at an Affordable Price

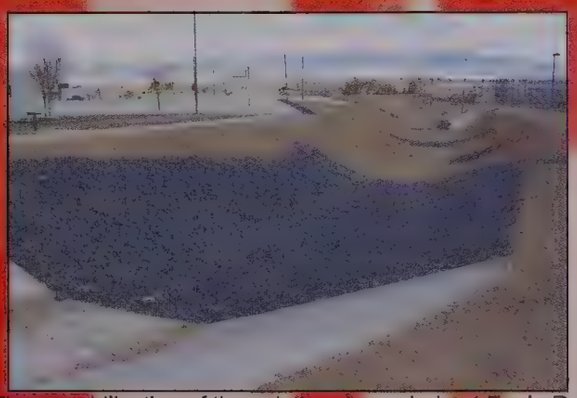
City Projects

Visit the NEW official government website for updates! www.belen-nm.gov

The City recently replaced water well #4 on Camino del Llano. Total project cost was approximately $1.3M and was funded by the City of Belen and a legislative appropriation from the State of New Mexico.

The City has completed construction on a 1,000 sq. ft. pilots lounge at the Alexander Airport. The project was funded by New Mexico's Aviation Division and the City of Belen. It has a flight planning area, full bath with shower, a kitchenette, and a small conference room to be used by the aviation community. A grand opening is planned for May 17, 2008.

Belen's Community Center at Eagle Park is currently going through Phase II, which includes the construction of an indoor basketball gym and a mezzanine walking track. Funding for Phase II came from the City of Belen, and a legislative appropriation from the State of New Mexico, and US Department of Housing & Urban Development.



The restabilization of the existing storm drain at Eagle Park was recently completed from a FEMA reimbursement and a legislative appropriation from the the State of New Mexico. following the 2006 floods.

The City is currently doing major road improvements on Christopher Road from Camino del Llano to Belen High School. Project includes road widening, curb, gutter & sidewalk, and street lighting. The estimated project cost of $400,000 is being funded by a legislative appropriation from the State of New Mexico.

The Aragon grade separation project is scheduled to be complete in May. The project was a federal and state funded project totaling $7 million and includes a right of way, construction and engineering.

Heart of Belen

The newly renovated Belen Public Library is open to the public Mon-Thurs (9:00 am–6:00 pm), Fri (9:00 am-5:00pm), Sat (9:00 am-4.00pm). Come and enjoy a hot cup of coffee at the Hecho A Mano Café.

Enhanced Design, a home decorating store offering great finds and unique home decorating items, recently opened its doors and also has an interior decorator available for consultation. Call Barbara Chavez for more information at (505) 864-0831.

David Cordova renovated his building on Main Street and Reinken and leased out a portion to B & D Glass.

The City recently completed some infrastructure and road improvements on 1st Street and Bernard. This project was funded by the City of Belen and a federal Community Block Development Grant.

The owners of the building on 3rd Street and Reinken are renovating and are planning on opening a state of the art preschool.

Aridian offers full-service custom packaging and assembly services at location on 1st street. They recently added on a new facility to their plant in the Heart of Belen.

The newly constructed Priscilla Sanchez Public Health Facility opened its doors the first week of April.

The State Motor Vehicle Department (MVD) and Human Services (HS) building on Becker on 5th Street is still under construction. Both operations are tentatively located at the First Community Bank Building on 6th and Reinken. Construction is scheduled to conclude by July 2008.

Blue Star Insurance Agency, offering auto, home, commercial and life insurance services, recently moved from South Main Street to their new building in the Heart of Belen, on Becker and 5th Street. The building also has one 1,100 sq. ft. office suite available for lease; for more information call Sheryl Lytle at (505) 861-0002.

The Lardner Cellars & Winery is currently under application for a Master Wine Growers License with the State of New Mexico and will be presenting an architectural rendering of the facility to City Council in the upcoming weeks.

Before the Rail Runner, the Doodlebug traveled through Belen and made its permanent home in the Heart of Belen on Becker and 2nd Street. In order to preserve the historical value of the Doodlebug, the City plans to secure and renovate the train.

Able Technologies recently located to the Heart of Belen from Arizona. They are a full service networking, voIP, wireless, priority response communications business. Their telephone number is 864-8636.

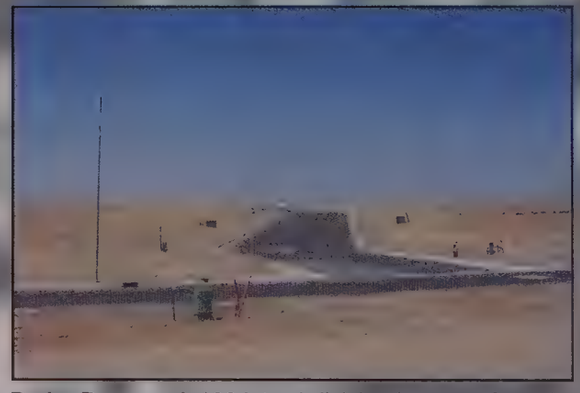
Housing

The new housing on West Aragon is being constructed by Sunrise Builders.

Green Acre Town Homes. Perfect property for retirees, singles, and investors. 3 floor plans available (1190-1424 sq. ft.) starting at $115,000.00. Call Josh at 363-2296 for more information.

Paseo de los Gladiolas, located on the West Mesa, currently has three model homes by Aztec Builders on display. These affordable subsidized homes start at 1,400 sq. ft. and are being financed with Neighborhood Housing Services.

La Villa de Belen Apartments are currently under construction on West Aragon. The project will include a total of 62 housing units, plus an administration building and storage facilities.



De La Reyna – A 100 lot subdivision is currently under construction on Don Luis Trujillo Blvd (near Cemco). The homes will average 1500 sq. ft and are being built by Roberson Homes.

Sunrise Bluffs, off of Camino del Llano is currently working on Phase III which included an addition of 36 new lots into their 55 and over manufactured housing gated community.

Transportation

Belen Public Transportation

(505) 864-8630

Fare (per trip):

Seniors (60+) and Disabled $ .50

General Public $ 1.00

Handicap accessible

Schedule of Locations/Times

AM Stops (7:AM - 9:AM) Mon–Fri

LOCATION ADDRESS	TIME
Valley Communities Plaza 386 W. Rio Communities Blvd.	7:10
Tierra Del Sol Country Club 1000 Golf Course Road	7:15
Rio Verde Park (West Side of Park) 2291 Highway 304	7:20
Rail Runner Reinken Ave. & Wisconsin St.	7:35
Wells Fargo 101 S. Main St.	7:40
Industrial Park 1951 Highway 304	7:55
Rio Verde Park (West Side of Park) 2291 Highway 304	8:05
Wells Fargo 101 S. Main St.	8:10
Tierra Del Sol Country Club 1000 Golf Course Rd.	8:20
Walmart 01 I-25 By Pass	8:35

PM Stops (4:30 -6:30) Mon-Fri

LOCATION ADDRESS	TIME
Industrial Park 1951 Highway 304	4:40
Wells Fargo 101 S. Main St.	5:05
Rail Runner Reinken Ave & Wisconsin. St.	5:10
Anna Becker Park West Side of Park	5:20
Walmart 01 I-25 By Pass	5:30
Valley Communities Plaza 386 W. Rio Communities Blvd.	5:50
Tierra Del Sol Country Club 1000 Golf Course Road	5:55
Rio Verde Park (West Side of Park) 2291 Highway 304	6:00
Rail Runner Reinken Ave & Wisconsin St.	6:10

715 A. South Main St. Belen, NM 87002
Email: rsvp@belennm.com

Last stops for AM and PM route will be West on Camino Del Llano - Motels and 1304 S. Main St. - Kicks 66

Rail Runner

SUMMER 2008 SATURDAY SCHEDULE

Memorial Day Weekend—Labor Day Weekend (May 24th—August 30th)

NORTHBOUND

Train number	#700	#702	#704	#706	#708
Belen	9:15A	12:20P	3:15P	6:10P	9:01P
Los Lunas	9:28A	12:33P	3:28P	6:23P	9:14P
Bernalillo Co./ Int'l Sunport	9:46A	12:51P	3:46P	6:41P	9:32P
Downtown Albuquerque	10:01A	1:06P	4:01P	6:56P	9:47P
Los Ranchos/ Journal Center	10:14A	1:19P	4:14P	7:09P	10:00P
Downtown Bernalillo	10:26A	1:31P	4:26P	7:21P	10:12P
Sandoval Co./ US 550	arrives 10:29A	arrives 1:34P	arrives 4:29P	arrives 7:24P	arrives 10:15P

SOUTHBOUND

Train number	#699	#701	#703	#705	#707	#709
Sandoval Co / US 550	---	10:46A	1:46P	4:46P	7:36P	10:25P
Downtown Bernalillo	---	10:50A	1:50P	4:50P	7:40P	10:29P
Los Ranchos/ Journal Center	---	11:03A	2:03P	5:03P	7:53P	10:42P
Downtown Albuquerque	8:18A	11:18A	2:18P	5:18P	8:08P	arrives 10:53P
Bernalillo Co./ Int'l Sunport	8:30A	11:30A	2:30P	5:30P	8:20P	
Los Lunas	8:49A	11:49A	2:49P	5:49P	8:39P	
Belen	arrives 9:00A	arrives 12:00P	arrives 3:00P	arrives 6:00P	arrives 8:50P	

*On Saturdays, a flat $2 fee of will be charged for unlimited Rail Runner travel for the day.**
**children under 10 and monthly or annual Rail Runner pass holders exempt*

NEW MEXICO RAIL RUNNER EXPRESS

More information at www.nmrailrunner.com or toll free at (866) 795-RAIL (7245)

Monday - Friday Schedule
Effective February 18, 2008

NORTHBOUND

Train number	#500	#502	#504	#506	#508	#510	#512	#514	#516	#518	#520	#522
Belen	---	5:46A	6:54A	7:58A	---	1:30P	---	5:27P	---	6:36P	---	7:27P
Los Lunas	---	5:57A	7:03A	8:09A	---	1:40P	---	5:37P	---	6:46P	---	7:37P
Bernalillo Co./ Int'l Sunport	---	6:13A	7:18A	8:25A	---	1:56P	---	5:53P	---	7:00P	---	7:53P
Downtown Albuquerque	5:20A	6:28A	7:33A	arrives 8:37A	11:25A	arrives 2:08P	---	---	---	---	---	---
Los Ranchos/ Journal Center	5:32A	6:42A	7:47A	---	11:37A	---	2:22P	---	5:37P	---	6:42P	---
Downtown Bernalillo	5:47A	6:52A	7:57A	---	11:49A	---	4:34P	---	5:47P	---	6:52P	---
Sandoval Co./ US 550	arrives 5:50A	arrives 6:56A	arrives 8:01A	---	arrives 11:52A	---	arrives 4:38P	---	arrives 5:51P	---	arrives 6:56P	---

SOUTHBOUND

Train number	#501	#503	#505	#507	#509	#511	#513	#515	#517
Sandoval Co./ US 550	6:06A	---	7:11A	8:21A	12:06P	---	4:56P	6:06P	7:11P
Downtown Bernalillo	6:09A	---	7:14A	8:24A	12:09P	---	4:59P	6:09P	7:14P
Los Ranchos/ Journal Center	6:21A	---	7:26A	8:36A	12:21P	---	5:11P	6:21P	7:26P
Downtown Albuquerque	arrives 6:36A	6:47A	arrives 7:39A	arrives 8:49A	12:36P	4:25P	5:27P	6:36P	arrives 7:39P
Bernalillo Co./ Int'l Sunport	---	6:58A	---	---	12:49P	4:36P	5:38P	6:47P	---
Los Lunas	---	7:10A	---	---	1:05P	4:54P	5:57P	7:05P	---
Belen	---	arrives 7:20A	---	---	arrives 1:15P	arrives 5:05P	arrives 6:08P	arrives 7:16P	---

Shown are departure times, unless otherwise noted

Instead of driving, ride the Rail Runner. This fast commuter train has 2 stops within Valencia County and 5 in Bernalillo County.

Belen Schools

Career Academy – Phase II construction will begin May 2008, new career technical educational programs being developed for this phase are digital media arts, pre-engineering, culinary, hospitality/tourism, and medical technologies.

Infinity High School – currently located on 5th and Becker Avenue, with a 150 student enrollment, is planning on building its new facility on 4th and Castillo. This summer the Belen Schools will be presenting their plans and conducting a hearing in front of the State for financing.

Vacant Commercial Properties

Old D&B Glass – *For Sale ~* $300,000, Nino Trujillo & Company, Nino Trujillo (505) 861-5669.

Central Hotel – *For Sale ~* $275,000, Carl Baca (505) 507-5484.

First Community Bank – *For Lease*, Maestas & Ward (505) 878-0001.

Masonic Lodge – *For Sale ~* $250,000, Nino Trujillo & Company, Nino Trujillo (505) 861-5669.

Culp's Western Wear – *For Sale ~* $265,000, Pargin Realty ERA, Anita Thompson (505) 250-7021.

Old Chevron Gas Station – *Land for Lease*, approx. 20,500 sq. ft, Tony Gilbert (505) 385-6363.

Del Rio Plaza – *Land for Lease*, Peterson Properties (505) 884-3578

Blue Star Insurance– *For Lease*, 1,100 sq. ft available, Sheryl Lytle (505) 861-0002.

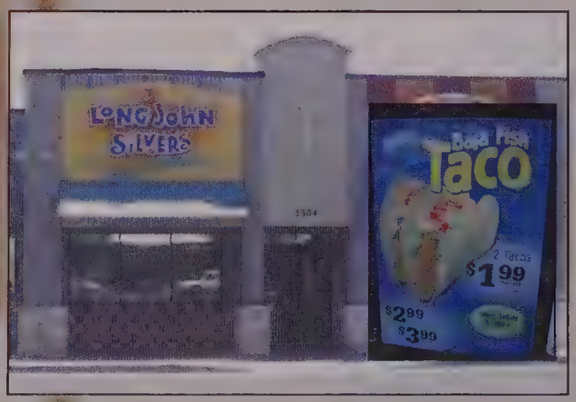
Coles Gas Station – *For Sale or Lease*, Shirley Bergeson with Exit Altura Realty (505) 440-0639.

F&E Plaza – *For Lease*, approx. 3,500 sq. ft, of office space. Bill Campbell (505) 828-0094.

Chamber of Commerce

Belen Goju Ryu Karate , located at 101 Becker Ave., the oldest and largest martial arts school in the county. Having been in business for twenty years, owners and head instructors Richard and Cindy Long teach a variety of different programs including: Karate, Aerobics, and Nei Gong. For more information call 864-9568.

The annual Eagle Pride Golf Tournament brings out the competitive nature of local business people while raising college scholarship money for seniors of Belen High School.



Recently Belen's Long John Silvers restaurant was asked to showcase the first Baja Taco.

Rio Abajo Days

Rio Abajo Days, held in late September, reflects the spirit and the culture of the people who live in the middle Rio Grande Valley.

This year's event will take place on September 26-28, 2008, and is guaranteed to be fun for one and all!

Activities include: Western-style team roping, Bull riding, Barrel racing, Arts & craft show, Mule & Donkey events, Family activities, Music, and more!

The Chamber of Commerce needs volunteers to help during Rio Abajo Days. If interested, call 864-8091

The Greater Belen Educational Assistance Foundation was created by the Greater Belen Chamber of Commerce as a means to provide scholarship money to local high school seniors for college.

Each April students with a minimum of a 2.5 GPA are eligible for a scholarship.

To apply, students must submit the application, a copy of their high school transcripts, three personal references, and provide an individual statement based upon questions from the application.

For more information, contact the Greater Belen Chamber of Commerce office. (505) 864-8091

Businesses like the Roadrunner Pit Stop reflect the communities aspiration to turn something old into something new. Their building used to be our local PNM customer service center.

Economic Development

Belen Farmer's Market

Anna Becker Park

Every Friday

July 11 ~ October 24

New in 2008

Mini Spring Farmer's Market

Heart of Belen Plaza

Every Friday

May 23 ~ June 27

For information on the Belen Farmer's Market, please call Belen EDC at (505) 864-8221 ext. 23.

In April, **Aristech Acrylics LLC**, announced its acquisition by SK Capital Partners, LP, a New York private equity firm specializing in the specialty chemical industry. Principals of SK Capital have been interested in investing in Aristech for many years. When Mitsubishi Corporation, Aristech Acrylics' prior owner, began the sales process, SK Capital was determined to purchase the company. They share confidence in Aristech's business, its management team, its employees and most importantly, its products and customers. There will be no negative impacts from the acquisition and "It is business as usual" says Rich Fila, Belen's plant manager.

One of the primary objectives of the Greater Belen Economic Development Corp. is to increase the tax base for the Greater Belen area. We will be attending a retail conference at the end of May with the goal of obtaining contacts and resources to aid with our retail development goals & objectives.

As citizens of Belen, you can assist with this effort by shopping local. So many of our tax dollars are being spent outside of our community and in order to improve our roads, schools, etc., it is critical that we **SHOP LOCAL** and keep our tax dollars in Belen.

Belen EDC works with the NM Film office and its location crews for potential movie sites in the greater Belen area. In 2006, our community was the screening area for the Horror Chronicles which aired on the Sci-Fi channel in March 2007. In the Fall of 2007 Joshua Michael Stern used Belen for his movie, Swing Vote, with Kevin Costner, which is planning to be in theaters August 2008.

NEW MEXICO ECONOMIC DEVELOPMENT goNM.biz

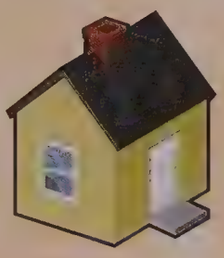
From the desk of Belen's Planning & Zoning Department. . .

Business Licenses

July 2007-April 2008

New ~ 50

Renewals ~ 466



Building Permits

July 2007-April 2008

Number of Permits ~ 81

New Businesses & Business Expansions

Sheróz Jewelers - Sales, repair, and custom design. Located at F&E Plaza. Open Monday - Saturday.

Adelitas Mexican Food Kitchen - Open seven days a week. Located at 925 S. Main Street.

Carlos' Lounge - Expanding its restaurant seating area and package liquor store. They anticipate completing construction this Summer.

Carmona's Authentic Mexican Food, relocated from Rio Communities to Main Street. Open seven days a week

El Ranchero Restaurant #3 - Numbers 1 and 2 are located in Grants. Open seven days a week. Located at 325 S. Main Street.

Casa de Abo—Coffee house, gift shop, and fine art gallery. Open Monday - Saturday.

100 South Main Street
Belen, NM 87002

BULK RATE
U.S. POSTAGE
PAID
Permit No. 71
Belen, NM 87002

Belen, New Mexico

The Hub City

The Largest Railroad Center in the Southwest on the Rio Grande

BELEN, with a population of 7,500, situated in the heart of the Middle Rio Grande Valley, is an ideal location for one of the largest and more promising cities of the Southwest, being the most centrally located city in the State, and the Gateway to the Western Lines, and a very important point on the Southern District of the Atchison, Topeka and Santa Fe Railway. Here, in "THE HUB CITY", the Main East and West, North and South Lines of the Great Santa Fe Railroad System cross, as do the North and South, and the East and West designated United States Posted Highways, being served by the E. W. and the U. S. Continental Highways, and the Santa Fe Trailway Bus System—A City in the Land of Health and Sunshine.

Railroad

The importance of Belen as a division point of the Atchison, Topeka and Santa Fe Railway Company was given the utmost emphasis at the outbreak of World War II. Belen is the hub in New Mexico of Santa Fe routings to points East, West, North and South.

Extensive roundhouse and shop facilities are maintained, mainly to handle running repairs. Due the foresight of Railway management expansion of facilities was inaugurated prior to this country's entry into the war. Yard trackage was extended and increased and other essential conveniences installed to speed the movement of military personnel and equipment.

In line with physical expansion to cope with war demands as well as handling civil needs the Santa Fe payroll has been increased to 850 employees receiving approximately One Hundred Ninety Thousand dollars monthly which represents the enormous purchasing power of $2,280,000 per year.

The Santa Fe's ice plant provides adequate icing to care for the long refrigerator fruit trains from California and the meat trains from Kansas City. At Belen these important cars are iced and speeded to destination to serve the family tables and restaurants—or to be forwarded to points of embarkation for export. 600 tons of ice a day are required.

During the green fruit movement from the Pacific Coast approximately 2000 cars move through Belen daily.

Truly the Santa Fe Railway and its employees represent the most important segment of the business and financial life of this community.

Not only does it represent the backbone of Belen's welfare, but its benefits extend far beyond. For instance thousands of visitors are made aware of Belen's existence every twenty-four hours by virtue of Santa Fe travel.

In addition to yards, shops, power house and a modern passenger depot, the latter, constructed in accordance with the Southwestern type of architecture, the Railway maintains sleeping quarters and lounge rooms for train employees.

Dairying

Is receiving more attention, and with the advantage of local grown alfalfa, possibilities of winter and summer pastures, big yields of corn for silage, and cheap forage in abundance, and a mild open winter, offer big opportunities for commercial dairying, with good markets provided by the Santa Fe Railway to points East, West, North and South.

Climate

According to Climatological Records, Belen has the most ideal climate in the United States, notwithstanding the claims of California and Florida. Over a period of 21 years the mean temperature has been 54.5. The growing season, with an average of 196 days is unusually long for this altitude, with frosts appearing in spring generally no later than April 13th, and no earlier than October 27th in the Fall, and providing an average of 315 days of sunshine out of 365 in the year. Protected by the Manzano Range on the East, by the Continental Divide on the West, with an altitude of approximately 5000 feet, the summers are characterized by pleasant days, wonderfully cool nights and a very mild winter. Here then is the ideal climate for the health seekers and agricultural producers.

AND EVERY SUMMER NIGHT IS COOL!

In the Land of Health and Opportunity

SPORTS AND RECREATION

Fishing in the 300 miles of drainage canals of the Middle Rio Grande Conservancy area provides excellent year round sport. The canals are regularly stocked with game fish, particularly bass and trout. Good roads lead to mountain stream fishing. The near-by mountains provide the big game hunter with plenty of fine sport.

Good bird hunting may be found in the valley as well as wild turkey in the nearby mountains and plenty of game birds on the river.

The Big Game found in mountain areas are bear, deer, elk, mountain lion and bobcats. Coyotes try the hunter's skill anywhere.

BELEN
NEW MEXICO

Population 7,500

Rail Center

Dairy Country

Agriculture at Its Best

Ideal Climate

Sports and Recreation

Fine Schools and Churches

Close to Many Scenic and Historic Attractions

Belen, New Mexico

The Hub City

Scenic and Historic Attractions

Belen, as "THE HUB CITY", and the largest Railroad Center in the West on the Rio Grande, is located in the heart of the State of New Mexico, which is truly the Land of Enchantment, of Romance, Color and Historic Background. Nowhere in North America does the Past extend into, and touch the Present as it does in the State of New Mexico. The Ancient Mission Churches are the oldest in America North of the Rio Grande. Some of the Indian Pueblos are still located today just as Cabeza de Vaca in 1536, and Coronado, leading his great expedition in 1540 found them. Here you can find the Ancient Ruins of Prehistoric Cliffdwellers. Here you can feast your eyes and delight your soul as you look out upon the grandeur of great Mountain Ranges, fertile valleys, broad sloping plains, high mesas, great canyons—where the rays of the sun provide a surpassing beauty in the contrasts of color that is unique in all these United States. A land thrilling with the Romance of History, that began 44 years after Columbus discovered the New World, and carries through the stirring events of the New World Explorers, the Spanish Occupation, the Pioneers of the Old West, the Indian, the Padre, the Mountaineer, the Soldier, the Indian Trader, the Homesteader and the Adventurer. Here began the chapters of American History, and the flavor and aroma of these thrilling and momentous days still linger in New Mexico. A Land of Fascination, with the gay in picturesque Fiestas, Rodeos of the true Old West, and the weird Indian Ceremonies utterly unlike anything else in the World.

Belen, the Hub City, is also the Land of Enchantment, of Color, of Romance and Historic Background

Schools, Churches, Social A

COMMERCIAL

Belen is served by one of the largest General Merchandise and Department Stores to be found in the Southwest, having been founded in 1874. Besides several other good General Merchandise Stores there is the First National Bank of Belen, with a capital stock of $50,000, has assets of $4,769,181.90. Deposits of $4,611,014.72. Was organized in 1903. Also modern Drug Stores, Grocery Stores, a fine Theatre, Restaurants, Hotels, Grain Elevator and Mill, Lumber Yards and Coal Yards, Garages, Tire Repair Shop, a Newspaper, and the most modern Electric Power Plant in the State. Belen is blessed with an unlimited supply of pure soft water tested 99.99% pure.

Colorful Historic Background

The City of Belen, in the middle of the Rio Grande Valley, was founded by a group of Spanish colonists, who secured a Royal Grant (known as the Belen Grant) signed on Nov. 15, 1740, by the Governor-General of the Territory of New Mexico.

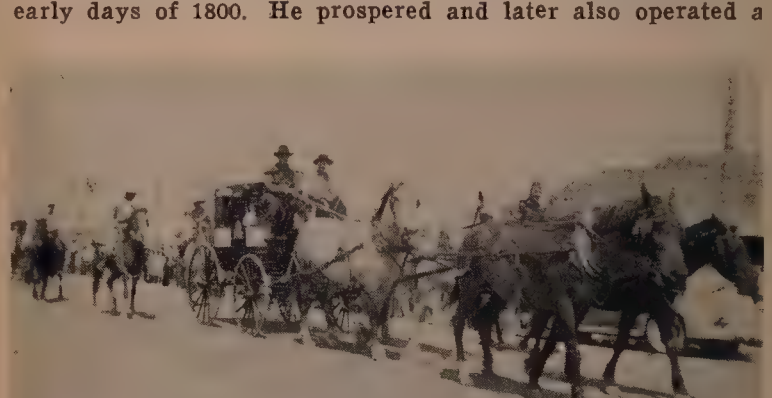
The Conquistadores — the Spanish trail-blazers — under Oñate—a Captain under Coronado—had passed up the Rio Grande Valley in 1598. The route has become known as the "Camino Real," a very famous highway along the banks of the Rio Grande.

It is possible that the remnant of the Spanish colonists from Santa Fe, and other points down, including Isleta and Belen, who endured the most severe sufferings and hardships, as they fled during the Indian Massacre of 1680, had the courage and faith to return. Sometime between 1680 and 1740, possibly some of the original inhabitants selected the present site of Belen and the surrounding uncultivated fertile area of land to establish their homes. In their petition for this land grant, their spirit is clearly indicated,—"which your excellency being pleased to grant us as requested, without injury to any third party having better right, we will settle thereupon as aforesaid,"—"that this petition is not done in malice," etc. Though there was much bloodshed in the early Indio-Spanish relationship, the colonists granted the Indians enough land for their pursuit of happiness and peace. That fine spirit must have been transmitted from generation to generation, for that, today is distinctively the spirit of Belen and its surrounding community,—"The True Spirit of the Great Southwest."

In 1760 a Fort was established in Belen, which was manned by a citizens army, to protect the village and the surrounding countryside from the Apaches and Comanches. In 1804 Belen received its first barracks, with a contingent of Regular Soldiers. The last serious uprising of the Indians occurred in 1837. In 1846 the regular U. S. Troops, under General Kearny, occupied the Territory of New Mexico and brought order. Belen experienced its last Indian raid in 1864 when the Navajos swept down on the town to take the spoil. Though fear and precaution were not removed, a gentle peace and tranquillity developed among those sturdy, hardy and brave pioneers, who lived to sustain and protect themselves. The Pueblo de Alto Ruins, six miles south of Belen, may still be seen as the only ruins of the Indian Pueblo of the tribe called Piros.

No news from the outside world ever came, except through some daring adventurer who passed over the few faint trails, which were beginning to link the East with the Southwest where civilization first began in America. With the establishment of the most famous Santa Fe Trail, over which even then, only the bravest coach drivers drove the strongest horses and mules, or over which a large pack-train had moved, some news or some bit of merchandise would be brought.

Among the early residents of Belen was Felipe Chavez, who operated the first general store and trading post in the early days of 1800. He prospered and later also operated a



large pack-train and stage coaches over the Santa Fe Trail. The Coach Station is still in well preserved condition. An old stage coach, which was built in Massachusetts, as the latest and most modern in its day, was brought to Belen in 1860 (see picture) and was used to transport his family to St. Louis and back again several times. It may still be seen in

You Will Find What You Want i

the old Stage Coach Station where it has now long rested after its long, weary and dangerous travels, and will be preserved under the watchful eye of the present proud owners. The ruins of the "Girls School" estab!ished and operated by money set aside by this successful pioneer merchant, may still be seen on the south edge of town.

A church bell, which was cast in Cincinnati, Ohio, was brought by pack-train over the famous old Santa Fe Trail, and was installed in the Catholic Church and dedicated to the service of the Lord on Aug. 15, 1861, and from that time on, to this very present day has been heard ringing out the invitation to come and praise the Lord.

The blessings of Belen increased from year to year. In 1880 the now Great Santa Fe System opened a new railroad, built through the city, and prosperity started on its march. In 1907 this great railroad had opened another line through Belen—the cut-off, or East-West Line, making Belen "The Hub City," and the greatest railroad center of New Mexico. The greatness of the early pioneers and the magnificence of the Great Southwest have made the Belen that is today. Upon these foundations, as a heritage, Belen is forging ahead—under God—to a new and better day.

SCHOOLS

Belen's public school system is one of the larger systems in the state. At present there are approximately 2500 pupils. The system is comprised of three Grade school buildings; a Junior High School, and the High School, and the Auditorium and Gymnasium and a Vocational Training Building. The Schools are accredited both by the New Mexico Department of Education and the North Central Association of High Schools and Colleges. Besides the usual High School Curriculum, there are well equipped Domestic Science, Vocational Training, Music and Physical Education Departments.

CHURCHES

The Churches, with their additional buildings and equipment for recreational fellowship, provide for the Spiritual needs of the city, in both the Protestant and Catholic faith.

SOCIAL ACTIVITIES

A fine, modern and well-equipped building, known as "The Woman's Club" provides facilities for dinners and meetings of the Women's Club, Rotary Club, Chamber of Commerce, and the various Organizations of the Railroad Employees; and also provides an ideal Center for the well-chaperoned Social Activities of the young people of the city.

There are active, thriving organizations of Knights of Pythias, Knights of Columbus and Masonic Order.

Air Transportation and Wire Communication

A CLASS B AIRPORT is now assured. The property has been deeded to the city of Belen by several leading business men, which has been pronounced by Government Engineers as ideally situated for a CLASS B AIRPORT, with seven thousand feet runways.

A complete modern up-to-date and greatly enlarged Telegraph Office has been completed, embodying all the latest ideas in Electronics and Radar, which provides this community with the best Post War Type of wire communication.

AGRICULTURE

Belen is located in the heart of the fertile Rio Grande River Valley where the Middle Rio Grande Conservancy District provides an unfailing source of water supply for irrigation. This assures Agriculture as a most vital and major source of income to this locality. The valley is adapted to all kinds of fruit raising, general farming, poultry raising, dairying and truck gardening.

SPORTS AND RECREATION

Fishing in the 300 miles of drainage canals of the Middle Rio Grande Conservancy area provides excellent year round sport. The canals are regularly stocked with game fish, particularly bass and trout. Good roads lead to mountain stream fishing. The near-by mountains provide the big game hunter with plenty of fine sport.

Good bird hunting may be found in the valley as well as wild turkey in the nearby mountains and plenty of game birds on the river.

The Big Game found in mountain areas are bear, deer, elk, mountain lion and bobcats. Coyotes try the hunter's skill anywhere.

BELEN

a good small town at the HUB of NEW MEXICO

The material gathered together in this folder is presented with the idea of giving interested persons a general overall picture of Belen and its immediate trade territory. More detailed information regarding any one subject will be cheerfully furnished on request.

Published by the

BELEN CHAMBER of COMMERCE

BELEN, NEW MEXICO

About BELEN'S Sc

City Hall

BELEN, NEW MEXICO'S HUB CITY, is a good small town of approximately 7,500 persons. Its citizens live here because they believe that the advantages to be gained from living and prospering in a small town far outweigh any disadvantages they may experience. Its location in the heart of the Rio Grande Valley assures a comfortable mean between that of the higher mountain elevations and the lower plains regions. Cool summer nights and mild winters make its climate ideal for the health seeker as well as the agricultural producer.

Commercially, Belen has the usual complement of sound retail establishments, hotels, restaurants, and theaters. It has a semi-weekly newspaper, a bank with deposits exceeding $5,000,000, a hospital and other medical and dental facilities. Public utilities consist of natural gas, electric power, dial telephone service and an abundant supply of the softest well water in the state. The city's economic stability however, is not dependent upon any one factor but rather upon the diversification of industrial, agricultural and business enterprise. Belen serves a trade territory estimated at 20,000 population, and is the largest town in Valencia County.

The County has a population of 22,481, a gain of 11% over

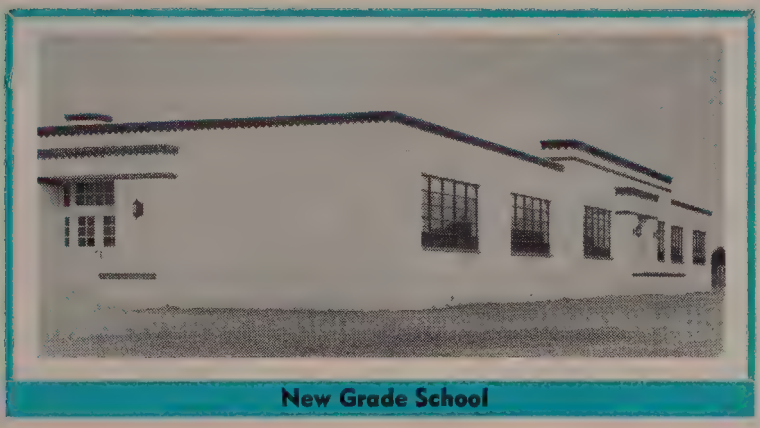
Residential Scene

the 1940 census. A substantial supply of unskilled labor is one of its most attractive assets.

The civic pride and fraternal spirit of Belen's citizens is evidenced by the keen interest and active participation in its many organizations including the Chamber of Commerce, Rotary, Lions, Pilot Club, Knights of Columbus Council, Eastern Star, Masonic Lodge, Woman's Club, Knights of Pythias Lodge, Boy and Girl Scout organizations, Cub Scouting, Railroad Brotherhood Chapters and Auxiliaries, numerous 4-H Clubs, a Future Farmers of America Chapter, three veterans organizations and a church for almost every person's need.

Belen's prosperity is evidenced in many ways, but outstanding proof is exhibited by its residential areas where comfortable and attractive homes line its well shaded streets. Spanish and ranch-style architecture lend themselves admirably to this particular area and contribute much towards enhancing the beauty of its homes, schools, and public buildings.

Children's educational requirements are provided for by a consolidated school system serving 3,000 of school age. In the consolidated school district there are 12 schools including nine grade schools, a Junior High and a Senior High school, plus a modern Home Economics Building and an extensive vocational education building, a night football field, and a combination gymnasium-auditorium. The latest addition to the school plant



New Grade School

is a new 14 classroom grade school. Day and night athletic and outdoor activities are conducted on a large, well-lighted athletic field. Belen's school system, one of the largest in New Mexico, is fully accredited by both the New Mexico Department of Education and the North Central Association of Schools and Colleges. In addition to the usual high school curriculum, there are well equipped departments of home economics, vocational agriculture, manual training, music, and physical education.

For more than a hundred and fifty years, Belen's spiritual needs have progressed and expanded under the steadfast guidance of the Church. Today, with nearly every religious denomination represented, Belen's churches provide not only "houses of worship" but also their additional buildings and equipment for recreational fellowship fill an integral part in community life. Belen as a community dates back to 1741 and Our Lady of Belen Catholic Church, the oldest institution in the community, was established in 1793.

As a focal point of a network of local, state and transcontinental transportation facilities, Belen is truly New Mexico's Hub City by virtue of its strategic location.

Here the Santa Fe Railroad maintains important division point facilities, employing about 450 persons the year round with an estimated average monthly payroll of $100,000. The railroad yards, which handle over 750,000 freight cars per year, consist of a series

Santa Fe Railroad Yards

of twenty-two tracks, ten of which are each three miles in length. There is a roundhouse for constant locomotive repair, repair tracks for freight cars, and a diesel refueling station. Here, too, is located an ice plant of the Railways Ice Company, which produces 162,000,000 pounds a year, ices an estimated 40,000 freight cars annually, has a storage capacity of 10,000 tons, and employs up to 125 workmen.

Four transcontinental trains, two in each direction, provide daily passenger service to Chicago and the east, and to the west

Streamliner and Passenger Station

and Los Angeles. Denver to the north and El Paso to the south, and points between, can be reached by excellent daily train service.

Two major bus lines operating through Belen provide 20 daily schedules to Albuquerque and the north and an additional 20 daily schedules to the south and El Paso.

Numerous important truck lines operate through Belen providing daily service in all directions and one line maintains headquarters in the Hub City.

Transcontinental Highway U. S. 85, running from Canada to Mexico, and New Mexico State Highway No. 6 converge at Belen. Thirty miles north of Belen on U. S. 85 is Albuquerque, New Mexico's largest city and seat of the University of New Mexico. Sixty-five miles farther north following the same highway is Santa Fe, the historic state capital of New Mexico. Las Cruces and El Paso, the principal American cities to the south before crossing the Mexican border at Juarez, also lie on U. S. 85. Highway 6, newly paved, is a cut-off connecting two major east-west transcontinental routes, U. S. 60 on the south and U. S. 66 on the north. Highway 6 extending in a northwesterly direction to its junction with U. S. 66 provides a short cut to some of New Mexico's most scenic and historic attractions and to the land of the Navajos.

Of State-wide interest is the 3,000 acre institution, known as

New Mexico Boys Ranch

New Mexico Boys Ranch, situated along the east bank of the Rio Grande, just 20 miles south of Belen. Supported entirely by volunteer contributions, the one basic purpose of the Flying BR is to provide a home with additional care and training for New Mexico boys who through no fault of their own are hindered in normal development by unfortunate circumstances. About 100 boys are being taken care of here. You are always welcome to visit this outstanding institution.

Of keen interest to Belen's residents and visitors of all ages are the highly competitive high school football, basketball and track events. A full time summer recreation program is maintained annually, consisting of a municipal swimming pool, several softball leagues, tennis and other activities. An amateur baseball league functions each season in the Belen area, with headquarters at Belen. As many as twelve teams make up this league.

Hunting and fishing are especially popular. The hunter seeking big game such as deer has only a short 20-mile drive to the east where many local sportsmen hunt in the Manzano range of the Rocky Mountains. Fishing enthusiasts can fish in the nearby irrigation ditches which are stocked by the State Game Department in cooperation with the Game Protective Association or they can drive to many attractive fishing areas nearby such as Elephant Butte Dam, San Marcial Lake and San Acacia on the Rio Grande south of town. The surrounding and accessible mountain areas provide unlimited opportunities for hunter and fisherman alike,

reation, Scenic and H

Sportsman's Paradise

as well as many delightful National Forests and virgin and recreation areas.

The Game Protective Association maintains a fine gun club and skeet range, and an excellent winter sports area with a restaurant, lodges and a Constam T tow bar, is within an easy hour and a half drive to the northeast of Belen.

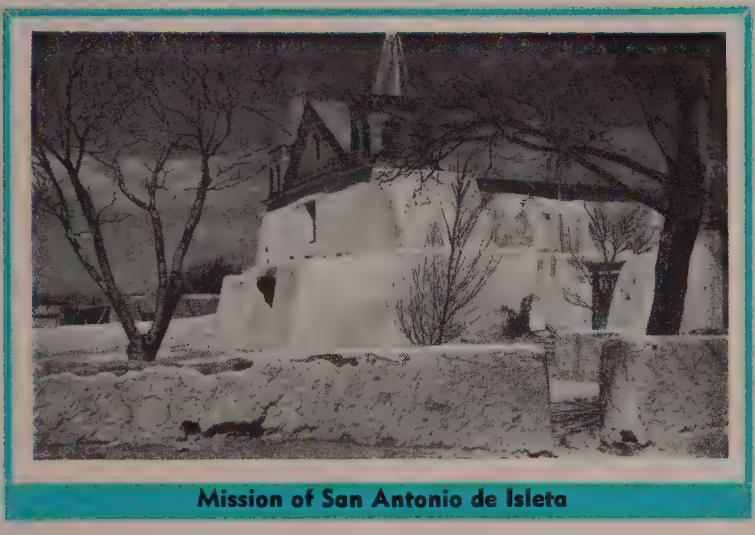
Just when the ancestors of the present-day Indians of the Southwest came to this country, or from whence they came, is unknown but for centuries New Mexico has lured those seeking the new, the strange and the different. Perhaps you have heard reference to New Mexico as The Land of Enchantment and to its highways as being truly Roads of Romance. Spanish explorers blazed these routes four hundred years ago, giving them resounding names like Jornado del Muerto in memory of their struggles. The tide of "49" swept over them, and memories of those fevered days still linger as prospectors hopefully seek gold. Ruins of frontier forts which guarded the caravan routes lie beside them. Fierce battles were fought along them. Today these Roads of Romance carry you through busy towns and cities, over vast mesas where antelope graze, through great mountain forests roamed by bear and deer and turkey. They carry you into rugged canyons

Historic Immaculate Conception Church at Tome

storic Surroundings

where you will find ruined cities which thrived before Columbus discovered America. Sixty-seven miles southeast of Belen is Gran Quivira National Monument, containing (beside pueblo ruins) the ruins of two early Missions built to serve Indian villages which have long since disappeared. Closer to Belen, but in the same general direction are two other ruined Missions, Abo and Quarai, preserved as State Monuments. Eighteen miles north of Belen on U. S. Highway 85, lies the heavily buttressed Mission of San Antonio de Isleta, pictured below, earliest seat of Indian education, while fifty-seven miles to the northwest is the pueblo of Laguna, the largest pueblo east of the Continental Divide and the only one founded since the advent of the Europeans. Fourteen miles beyond Laguna is the most unique church on the American continent, the Mission of the pueblo of Acoma.

The materials used to construct this church in the sky, its cemetery (which took 40 years to complete) and the terraced adobe dwellings of the pueblo itself were carried on the backs of patient, toiling Indians from the surrounding plains nearly 400 feet below. No less fascinating are villages where the spirit of the Conquistadores still lingers and Spanish is spoken by natives who follow ancient customs, and celebrate Feast Days with gay bailes and fiestas, such as the Tomé Fiesta, dating back 210 years, and



Mission of San Antonio de Isleta

celebrated annually in September; or secluded pueblos where colorful ceremonial dances and chanting Indian voices remind you of the strangeness of pagan worship. A few miles northeast of Belen, is the old Mission Church of Tomé, which once served an area from Isleta to Casa Colorada.

Truly New Mexico is The Land of Enchantment, and Belen is the Hub from which you can venture out to discover an ever changing panorama of vast mesa and towering mountains, of primeval forest and rugged desert, of arid plain and fertile valley, and once you have found and shared the fascination of The Land of Enchantment, you'll never forget it.

Situated near the center of the Middle Rio Grande Valley, which encompasses an irrigable acreage of nearly 125,000 acres, Belen considers agriculture its principal industry. Since the Valley is wider at Belen than at any other point, a third of this acreage is within a 10-mile radius of the Hub City. Here small farms of 40 acres or less comprise the majority of irrigated tracts, but recently some larger vegetable companies have begun cultivating hundreds of acres for eastern markets.

Geographically the entire district is well located for the production and marketing of high class vegetables, and while the agricultural conditions are quite favorable for the production of

Farming and Dairying

Irrigated Valley

such field crops as alfalfa, small grains, pinto beans, sweet sorghums and corn, the area is rapidly becoming well known for its production of lettuce, carrots, potatoes, green peas, asparagus, beets, cabbage, cauliflower, celery, bell peppers, chili peppers and garlic. Cantaloupes, grapes and berries, as well as apples, pears, peaches, plums, apricots and cherries also do well in this section where the average growing season is 175 days.

The water supply of the district is taken principally from the Rio Grande and its supplemental El Vado Reservoir which has a capacity of 198,000 acre-feet. Water from the reservoir is let out into the river bed as needed to keep up the irrigation flow. Four diversion dams divert waters from the Rio Grande into irrigation canals, and water in these canals is kept under control and is led into smaller canals and from these into ditches for final distribution to the land.

Rehabilitation of the Middle Valley by the federal government was started in 1950. A year later the U. S. Bureau of Reclamation took over operation of the irrigation system in this district. A $75,000,000 rehabilitation program has been authorized by Congress for this area. Millions are already being spent in drainage, dredging, rechanneling the river bed, new dam and flood control construction. The project is envisioned as a five to ten year program.

The fastest growing industry is dairying. Scores of dairies have been established within a twenty mile radius of Belen in recent years. A large milk products plant has been installed in Belen,

Carrot Harvesting

are Good in the Midd

Diversion Dam

through the cooperative efforts of milk producers and business men alike. The low cost of fall and winter feeding resulting from the growth under irrigation of such feeds as alfalfa, corn, sweet and grain sorghums contribute to the attractive dairy picture. Proximity of ready markets for dairy products and unlimited opportunity for expansion in the dairying industry make it a highly inviting field.

Cotton is beginning to attract some agriculturists. A large modern gin has recently been established at the community of Lemitar about 25 miles south of Belen.

Many farmers in the Belen area specialize in the raising of poultry for meat and egg production. The dry climate, the high percentage of sunshine and the mild winters are conducive to fine, strong flocks of both chickens and turkeys. Again, the proximity of ready markets and favorable climatic conditions tend to make the poultry raising business a highly attractive one, and one in which opportunity for expansion is unlimited.

To farmers and others looking for a new location, especially those desiring a more healthful climate, the Belen area offers many splendid opportunities for further development and expansion. And to those interested in locating in a good town, situated in the heart of The Land of Enchantment, we say "Come to Belen, New Mexico's Hub City."

Major Industry

e Rio Grande Valley

Poultry Production

New Post Office

Milk Products Plant

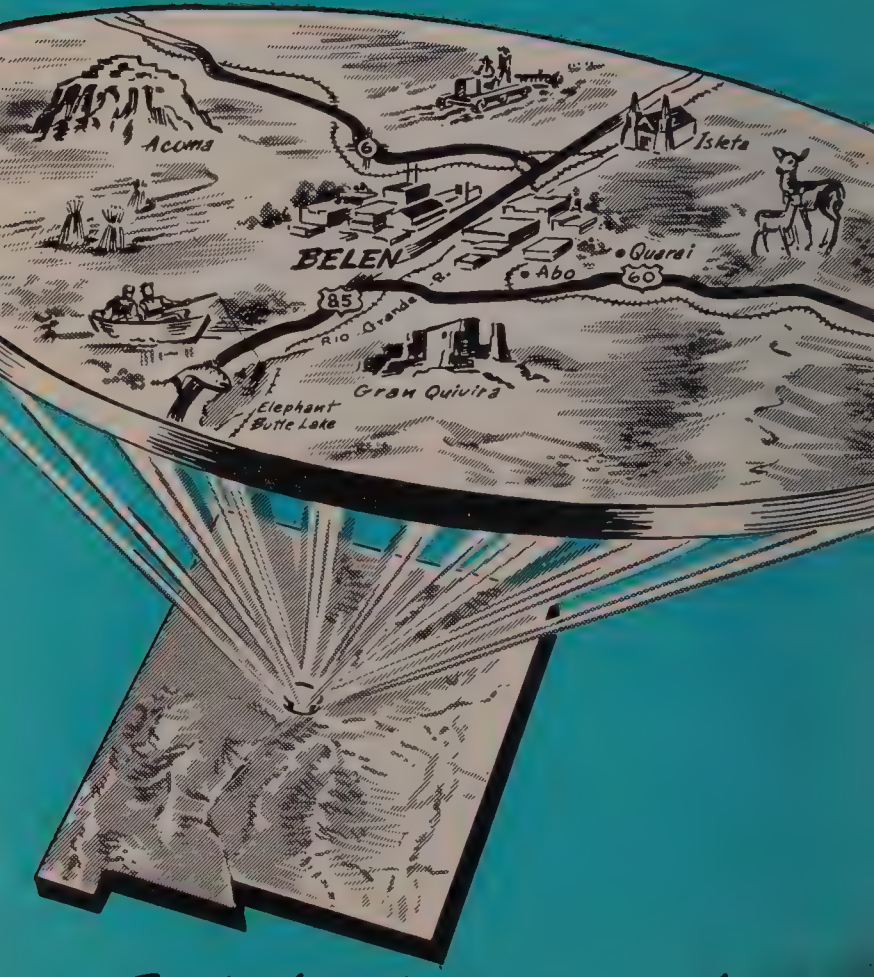
Belen's Climate
is good the year round

The Valley is noted for its invigorating, sunshiny and healthful climate. The altitude is 4,800 feet. The average annual rainfall is 8.59 inches. The average date of the last killing frost in the spring is April 14th while the average date of the first killing frost in the fall is October 26th. The average length of the growing season is 175 days. The usual winter temperature is moderate and in summer, while the temperature is often quite warm during the day, the nights are always cool and restful. Below are quoted United States Department of Commerce, Weather Bureau statistics for last year.

Month	Average Daily Maximum Temperature	Average Daily Minimum Temperature	Percentage of Total Possible Sunshine	Precipitation
JAN.	47.8	17.1	71%	0.47
FEB.	54.8	22.0	70%	0.36
MAR.	62.4	28.6	74%	0.50
APR.	72.2	36.7	76%	0.57
MAY	81.6	44.8	80%	0.69
JUNE	92.0	52.9	84%	0.61
JULY	93.9	59.7	77%	1.21
AUG.	90.9	57.8	77%	1.24
SEPT.	83.4	49.4	79%	1.15
OCT.	72.2	36.8	80%	0.77
NOV.	59.0	24.5	77%	0.44
DEC.	48.3	18.1	72%	0.41

Due to the excellent climatic conditions, a great variety of agricultural products may be grown successfully in this area, including nearly all of the products of the temperate zone. The healthfulness of the climate is well known. Many people come to the state for relief from respiratory troubles.

BELEN
is the hub
OF NEW MEXICO



For further information write the

BELEN CHAMBER of COMMERCE

BELEN, NEW MEXICO

GREATER BELEN CHAMBER OF COMMERCE
ANNUAL BANQUET
Tierra del Sol Country Club
Saturday, January 14, 1984

****** PROGRAM ******

Welcome..... Norma Chavez
1983 President
Master of Ceremonies..... Gene Bustamante
1984 President-Elect
Invocation..... Sandy Schauer
Valencia County News-Bulletin
Pledge of Allegiance..... Gary Howard
1984 Treasurer

**** DINNER ****

Introduction of Head Table

Board Member Awards..... Norma Chavez

Distinguished Service Award..... Norma Chavez

Installation of 1984 President

Pasqual Armijo

Introduction of Guest Speaker..... Gene Bustamante

**** GUEST SPEAKER ****

John Ackerman
Senior Vice President of Operations
Public Service Co. of New Mexico

Citizen of the Year Award..... Norma Chavez

Closing Remarks..... Gene Bustamante

**** DANCE ****

Music by Gary Johnston and the Kountry Kin

The Greater Belen Chamber of Commerce Presents Judge Manuel Chavez, Roastee

Tonight's Events

No Host Cocktails
Dinner
Roast
Dance to Kountry Kin

Raffle will be held during the evening

Business of the Quarter will be announced

Tonight's Roasters

Rudy Sachs

Belen City Councillor

Joe Maestas

Valencia County Manager

Ray Jaramillo

Assistant Police Chief, Belen

Salo Garcia

Noted Belen Entrepreneur

Boleslo Lovato

Honorable Mayor of Belen

Lawrence Romero

Valencia County Sheriff

Michael Sanchez

?????????

hanks to the following for donating our raffles prizes:

Adam's Market
Al's Mini-Mart
Auge's Sales & Service
Baca Pontiac
Belen Office Supply
Carlos Lounge
Casey Luna Ford
Golden Corral
Grow With Us
Hair Innovations
Hub Furniture
Landmark Foods
Cricket Kerr
McCasland Chevy-Olds-Geo
Morning Star Nursery
Trembly's Jewelry
Valencia County Flyer

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Cricket Kerr
McCasland Chevy-Olds-Geo
Morning Star Nursery
Trembly's Jewelry
Valencia County Flyer

Tonight's Activities

6 p.m. -- Cocktail Hour

7 p.m. -- Welcome

Chamber President Cortez Kibble

Prayer and Pledge of Allegiance

Dinner

8 p.m. -- Introductions

8:15 p.m. -- Roast

Roasters

Vicky Sais Inman

Public Service Co. of NM, formerly of Belen and now in Albuquerque

Norman McDonald

Attorney-At-Law, Belen

George Koch, Realtor

Owner of Koch & Associates, Belen

Jeff Trembly

Jeweler, Trembly's Jewelry, Belen

Bill Jones

Division Manager, PNM, Bernalillo

Rebuttal

Roastee Larry Edward,

Formerly Division Manager, PNM and currently an appraiser for First National Bank of Belen

Drawing

Printing Donated by Flyer Press

Greater Belen Chamber of Commerce Annual Roast

Honoree
Larry Edwards

BOARD OF DIRECTORS

Sandy Schauer (1984)
Valencia County News-Bulletin
Jim Trump (1984)
Sandia Savings & Loan
Luz Chavez (1984)
Ranchers State Bank
Michael Sanchez (1984)
Hub Furniture Company
John Baca (1984)
Baca Auto Sales
Casey Luna (1985)
Casey Luna Ford & Mercury
Helen Hartel (1985)
Company del Fuego

Norma Chavez (1984)
Belen Real Estate Brokers
Pat Popp (1986)
KMLW-FM 98
Allen Douglas (1986)
Douglas Construction Co.
Jerry Kennedy (1986)
First National Bank of Belen
Jane Bliven (1986)
Belen Print Shop
Vangie Gabaldon (1984—appointment)
Greater Belen Economic Development Committee
Joe Maestas (1984—appointment)
4-M Land Company

Joline Ortega—Chamber Secretary

1984 COMMITTEES AND GOALS

COMMITTEES — **CHAIRMEN**

BUDGET AND FINANCE ..... **Gary Howard**
Gas Company of New Mexico
Jerry Kennedy
First National Bank of Belen

GOALS: Establish a budget for 1984. Work with committee chairmen on financial needs. Submit quarterly financial report to membership.

INTERNAL AFFAIRS ..... **SANDY SCHAUER**
Valencia County News-Bulletin
KANDY CORDOVA, Hub City Collections
GENE BUSTAMANTE, Public Service Company

GOALS: Ascertain and meet the needs of the chamber office and staff. Edit newsletter and help secretary with printed material essential for office procedures and effective communications.

ECONOMIC DEVELOPMENT ..... **JIM TRUMP**
Sandia Savings & Loan
PASQUAL ARMIJO,
Armijo & Williams Insurance

GOALS: Represent Chamber on the Greater Belen Economic Development Committee. Research and study ways to promote Belen.

MEMBERSHIP & WELCOMING ..... **PASQUAL ARMIJO**
Armijo & Williams Insurance
GENE BUSTAMANTE
Public Service Co.

GOALS: Conduct membership drive in February, 1984. Increase membership 60%. Work to meet new businesses and organizations.

SPORTS & RECREATION ..... **ALLEN DOUGLAS**
Douglas Construction Co.

GOALS: Communication and involvement with local government for improvement and expansion of recreation facilities in the greater Belen Chamber area. Promote more community involvement and participation in school athletic events. Support and/or help Special Olympics with manpower. Honor persons who have special athletic talents or have excelled in sports competitions. Stress, through the Chamber, the importance of varied recreational facilities as assets for attracting people to our community. Help promote the importance of exercise through sports and recreation as an essential entity in our society which will be done via experts in the field of health and sports.

POLITICAL AWARENESS ..... **HELEN HARTEL**
Company del Fuego

GOALS: To keep informed on pending political decisions that have an effect on the business climate in Belen. To keep in contact with our elected officials, both locally and statewide, along with other Chambers' Political Action Committees. To express our opinions regarding legislative decisions affecting business in our area. To have a viable and unified voice regarding issues that affect us as businessmen/women. Conduct public forums with our elected officials. To have unified representation at all local public meetings.

EDUCATION COMMITTEE ..... **PAT POPP**
KMLW-FM 98
NORMA CHAVEZ
Belen Real Estate Brokers

GOALS: Liaison to UNM Valencia County Branch College and the Belen Board of Education.

1984 Greater Belen Chamber of Commerce

Officers

Pasqual Armijo..... President
Armijo and Williams Insurance

Gene Bustamante..... President-Elect
Public Service Company of New Mexico

Kandy Cordova..... Vice President
Hub City Collections

Gary Howard..... Treasurer
Gas Company of New Mexico

1984 SCHEDULED SPECIAL EVENTS

FEBRUARY

Membership Drive . . . . . Gene Bustamante
Feb. 7 and Pasqual Armijo

MARCH

All City Talent Show . . . . . Jane Bliven
March 3 Bill & Cricket Kerr

APRIL

Chamber/KARS . . . . . Ronnie Tabet
April 12

JUNE

Trades & Crafts Show . . . . . Kandy Cordova
June 9 & 10 and Allen Douglas

AUGUST

Valencia County Fair Parade . . . . . Michael Sanchez

OCTOBER

Annual Chamber Roast . . . . . Norma Chavez

Greater Belen Chamber of Commerce

The Harvey House 864-8091

1984 Greater Belen Chamber of Commerce

OFFICERS

Pasqual Armijo . . . . . .President
Armijo and Williams Insurance

Gene Bustamante . . . . . President-Elect
Public Service Company of New Mexico

Kandy Cordova . . . . . .Vice President
Hub City Collections

Gary Howard . . . . . .Treasurer
Gas Company of New Mexico

Board of Directors

Sandy Schauer (1984)
Valencia County News-Bulletin

Bennie Chavez (1984)
Sandia Savings & Loan

Luz Chavez (1984)
Ranchers State Bank

Michael Sanchez (1984)
Hub Furniture Company

John Baca (1984)
Baca Auto Sales

Casey Luna (1985)
Casey Luna Ford & Mercury

Helen Hartel (1985)
Company del Fuego

Norma Chavez (1984)
Belen Real Estate Brokers

Pat Popp (1986)
KMLW—FM 98

Allen Douglas (1986)
Douglas Construction Co.

Jerry Kennedy (1986)
First National Bank of Belen

Jane Bliven (1986)
Belen Print Shop

Jerry Lane (1984-appointment)
KARS Radio

Joe Maestas (1984-appointment)
4—M Land Company

Joline Ortega —Chamber Secretary

The Belen Chamber of Commerce History

The Belen Chamber of Commerce had its start in 1940 although it has a history under other names that dates back to 1900.

In 1900 the group which worked for the betterment of the business community was called the "Heyday Club". From 1903 until the group was suspended in 1918 because of World War I, it was known as the "Commercial Club". In 1924 under the leadership of President Paul B. Dalies, the group reorganized as the "Civic Club". In 1940 the chamber was born under the sponsorship of Hollis Wilson and Ed Leupold.

In its 40 years or so as a chamber, it has served a variety of functions in the greater Belen community. Among these have been introducing new businesses; keeping established businesses abreast of what is happening in the community; working to improve roads, schools and recreation; supporting various civic functions; organizing and running a Christmas Lighting Contest and the Valencia County Fair parade; and working to make the Harvey House a viable civic center.

For a time, as the Chamber was getting organized, meetings were held in the Belen City Hall. Eventually an office was needed which has been located in several areas through Belen. Currently the offices are housed in the Harvey House, one of the historic buildings of the area and adjacent to the railroad yards.

1984 Committees and Goals

CHAIRMEN

BUDGET AND FINANCE . . . . . .GARY HOWARD
Gas Company of New Mexico
JERRY KENNEDY
First National Bank of Belen

GOALS: Establish a budget for 1984. Work with committee chairmen on financial needs. Submit quarterly financial report to membership.

INTERNAL AFFAIRS . . . . . SANDY SCHAUER
Valencia County News-Bulletin
KANDY CORDOVA
Hub City Collections
GENE BUSTAMANTE
Public Service Company

GOALS: Ascertain and meet the needs of the chamber office and staff. Edit newsletter and help secretary with printed material essential for office procedures and effective communications.

ECONOMIC DEVELOPMENT . . . . . .PASQUAL ARMIJO
Armijo & Williams Insurance

GOALS: Represent Chamber on the Belen Economic Development Committee. Research and study ways to promote Belen.

MEMBERSHIP & WELCOMING . . . . . .PASQUAL ARMIJO
Armijo & Williams Insurance
GENE BUSTAMANTE
Public Service Company

GOALS: Conduct membership drive in February, 1984. Increase membership 60%. Work to meet new businesses and organizations.

1984 Committees and Goals

SPORTS & RECREATION . . . . . ALLEN DOUGLAS
Douglas Construction Co.

GOALS: Communication and involvement with local government for improvement and expansion of recreation facilities in the greater Belen Chamber area. Promote more community involvement and participation in school athletic events. Support and/or help Special Olympics with manpower. Honor persons who have special athletic talents or have excelled in sports competitions. Stress, through the Chamber, the importance of varied recreational facilities as assets for attracting people to our community. Help promote the importance of exercise through sports and recreation as an essential entity in our society which will be done via experts in the field of health and sports.

POLITICAL AWARENESS . . . . . HELEN HARTEL
Company del Fuego

GOALS: To keep informed on pending political decisions that have an effect on the business climate in Belen. To keep in contact with our elected officials, both locally and statewide, along with other Chambers' Political Action Committees. To express our opinions regarding legislative decisions affecting business in our area. To have a viable and unified voice regarding issues that affect us as businessmen/women. Conduct public forums with our elected officials. To have unified representation at all local public meetings.

EDUCATION COMMITTEE . . . . . PAT POPP
KMLW-FM 98
NORMA CHAVEZ
Belen Real Estate Brokers

GOALS: Liaison to UNM Valencia County Branch College and the Belen Board of Education.

1984 MEMBERS

ACCOUNTANTS

Robert Hildenbrand, C.P.A.
480 Rio Communities Blvd.
Belen 864-7482

W.O. Nelson
608 Dalies Avenue
Belen 864-8682

AMBULANCE

Valley Ambulance Service
Rt. 1, Box 348
Belen 864-6345

APPLIANCE REPAIRS

Sachs Service Center
Cannon Rd. & Highway 85
Belen 864-2154

ARTISTS

New Mexico Impressions
1002 Don Felipe Rd., Belen
P.O. Box 770, Albuquerque 87194
831-2302

ATTORNEYS

Norman McDonald
10th & Delgado, P.O. Box 969
Belen 864-3333

Anthony Williams
700 Dalies Avenue P.O. Box 306
Belen 864-4407

AUCTIONS

Cattleman's Livestock Auction
Highway 85 North
Belen 864-7073 – 7451

AUTOMOTIVE

B & P Auto Parts
827 N. Main
Belen 864-2547

Baca Auto Sales
St. Rt. 7, Box 4
Belen 864-8667

Baca Pontiac-Buick-GMC
101 Rio Communities Blvd.
Belen 864-4409

H. Caldwell Motor Co.
315 N. Main
Belen 864-4411

Casey Luna Ford-Mercury
Highway 85 North
Belen 864-4414

Craig Tire Co., Inc.
320 North Main
Belen 864-4464

Mike's Auto Sales & Service
1010 S. Main
Belen 864-8947

Rio Grande Auto Sales
407 E. Reinken
Belen 864-2877

BANKS

First National Bank of Belen
100 S. Main St. P.O. Box 4
Belen 864-7401

Ranchers State Bank
620 W. Reinken Ave. P.O. Box 545
Belen 864-4488

Sandia Federal Savings & Loan
634 Becker Ave.
Belen 864-4474

BEAUTY SALONS

Alicia's Hair Design
118 Caldwell St. (Del Rio Plaza)
Belen 864-2466

Mane Dimensions
610 Becker Ave.
Belen 864-6309

BEER & ALE – WHOLESALE

J.G. Maloof & Co.
523 Commercial N.E.
Albuquerque 243-2293

Pucci Distributing Co.
Rio Grande Industrial Park
Belen 864-7892

BOILERS

Southwest Boiler & Mechanical
Los Chavez P.O. Box 245
Belen 864-7499

BOWLING

Sugar Bowl
219 Becker Ave.
Belen 864-8440

CLAY PRODUCTS

United Desiccants, Inc.
Rio Grande Industrial Park
Belen 864-6691

CLUBS & ORGANIZATIONS

Alkali Ann's Garden Club
520 S. Main St.
Belen 864-8998

Loyal Order of Moose
P.O. Box 963
Belen 864-7995

N.A.R.F.E.
Paul Moore
3884 Tammy Court S.E.
Los Lunas 865-5658

New Mexico Country Music Assoc.
P.O. Box 404
Belen 864-2325

Pilot Club
214 N. 2nd St.
Belen 864-4757

Valley Business Women
P.O. Box 227
Belen 864-6803

COMMUNICATIONS

Tel-Systems Inc.
2155 Louisiana Blvd. NE
Albuquerque

COMPUTERS

EMC Systems
P.O. Box 362
Tome 864-6277

CONSTRUCTION

Mike Baldonado Construction
R.F.D. Box 239-A
Belen 864-6138

Dils Construction
P.O. Box 106
Belen 864-4297

Allen Douglas Construction
P.O. Box 228
Belen 864-4196

Julio Custom Builder
1616 Boros Court
Belen 864-6833

Manzano Homes, Inc.
P.O. Box 47–
Belen 864-3225

CREDIT & COLLECTION AGENCIES

Credit Bureau of Belen
E. River Road P.O. Box 603
Belen 864-7436

Hub City Collection
702 Dalies Ave. P.O. Box 603
Belen 864-4422

DENTISTS

Dan Ludwig, D.D.S.
205 Rio Communities Blvd.
Belen 864-3065

Cecil Sandoval, D.D.S.
601 Dalies Avenue
Belen 864-8912

DEPARTMENT STORES

C.R. Anthony
106 Caldwell (Del Rio Plaza)
Belen 864-1844

Pixie Discount
211 S. Main St.
Belen 864-7111

Western Auto Associate Store
Del Rio Plaza
Belen 864-2445

DEVELOPMENT

Belen Economic Development Committee
Box 818
Belen 864-4499

DITCH LINING

Ray Goodson
Pueblitos 864-4311

DOORS

Toby's Doors
RR1 Box 319-E
Belen 865-9763

FARM EQUIPMENT

McDaniel Implement Co.
403 5th N.E.
Socorro 835-1066

FOOD

Bullocks of Belen Inc.
300 N. Main Street
Belen 864-2241

Creamland Dairies
P.O. Box 25067
Albuquerque 87125 864-8883

Gil's Bakery & Dining Room
239 N. Main Street
Belen 864-3636

Mathews Meat Processing, Inc.
Hwy. 85 N. RR1, Box 363A
Belen 864-7314

The Protection Store
217 S. Main Street
Belen 864-2621

Safeway Store
102 Caldwell (Del Rio Plaza)
Belen 864-7903

The Village Store
601 Reinken Ave.
Belen 864-4472

FUNERAL DIRECTORS

Romero Funeral Home
609 N. Main Street
Belen 864-8501

FURNITURE

Hub Furniture
204 N. Main Street
Belen 864-4536

Hunter Custom Woodwork
115 S. 5th Street
Belen 864-2642

GOVERNMENT

City of Belen
City Hall
Belen 864-8221

Valencia County Government
County Court House
Los Lunas 865-9681

HARDWARE

Thompson's Gamble Store
115 S. Main Street
Belen 864-8981

HOSPITALS

Eastern Valencia Hospital
609 S. Christopher Road
Belen 864-2221

HYPNOTISTS

Hypnosis Training & Research Center
480 Rio Communities Blvd.
Belen 864-7953

IMPROVEMENT ASSOCIATION

Valley Improvement Association
302 Rio Communities Blvd.
Belen 864-6654

INDIVIDUALS

Martin Anaya
1110 S. Main Street
Belen 864-8529

Ralph Castillo
803 N. Main Street
Belen 864-7245

Alfred Fischer
Rt. 1, Box 407
Belen 864-7168

Richard P. Gilbert
P.O. Box 1
Belen 864-7030

Herb Hansen
1609 Michaeldon Road
Belen 864-8031

Kathleen Hartel
1103 Perion Court
Belen 864-4702

Raymond Hoyer
West Mesa P.O. Box 1015
Belen 864-7706

John Iley
3100 Jane Place NE
Albuquerque 298-3199

William & Cricket Kerr
1622 Boros Court
Belen 864-4169

S. Cortez Kibble
1705 Plunkett Court
Belen 864-1953

Neal Kolb
707 Western Drive
Belen 864-2991

Joe G. Maestas
203 Riley
Belen 864-3763

Bennie W. Matlock
600 Baca P.O. Box 1418
Belen 864-8571

Agnes H. O'Brien
104 Howell Street
Belen 864-8623

Glenn Oliver
P.O. Box 342
Belen 864-4466

Mildred Prescott
1616 Michaeldon
Belen 864-4081 –8630

Mary B. Sanchez
RFD 1, Box 447
Belen 864-4466

Rick Smrt
638 Frederico P.O. Box 832
Belen 864-4216

Jim Wilson
847 N. Main
Belen 864-3600

INSULATION CONTRACTORS

Manzano Insulation
230 Reinken Ave. P.O. Box 82
Belen 864-2020

INSURANCE

Armijo & Williams Insurance Co.
312 E. Reinken P.O. Box 28
Belen 864-8796

Creighton Insurance
1005 E. River Road P.O. Box 349
Belen 864-7491

Delta Agency
215 S. Main Street
Belen 864-7288

Farmer's Insurance Co., Dolores Salas
333 E. Reinken Ave.
Belen 864-6914

Mid Valley Insurance Agency, Inc.
1501 E. River Road
Belen 864-8541

Tabet Insurance Agency
710½ Dalies Ave.
Belen 864-2428

JEWELERS – RETAIL

Trembly's Jewelry
214 S. Main St. P.O. Box 529
Belen 864-8632

LAND DEVELOPMENT

Horizon Corporation
304 Rio Communities Blvd.
Belen 864-7701

LAUNDRIES

Society Laundry & Dry Cleaners
201 W. Reinken
Belen 864-8922

LOCKS & LOCKSMITHS

Gilbert Garcia & Son
610 Main Street
Belen 864-7065

MOBILE HOMES – DEALERS

Rio Grande Mobile Home Sales
407 E. Reinken
Belen 864-2877

MORTGAGES

First City Mortgage Co.
392 Rio Communities Blvd. P.O. Box 290
Belen 864-3200

MOTELS

Rio Communities Motel & Apts.
502 Rio Communities Blvd.
Belen 864-4451

MUSICAL INSTRUMENTS – DEALERS

Stamps Music Company
207 N. Main Street Box 168
Belen 864-8030

OFFICE SUPPLIES

Belen Office Supply
205 S. Main Street
Belen 864-3585

General Office Supply
P.O. Box 160
Albuquerque 247-4011

OPTOMETRISTS

Dr. Ralph W. Lightle
851 W. Castillo Street
Belen 864-8992

ORNAMENTAL IRON WORK

Gilbert Garcia & Son
610 Main Street
Belen 864-7065

PAINTING CONTRACTORS

Custom Decorating
107 Fulton Ave.
Belen 864-3880

PAWNBROKERS

Rio Grande Pawn
407 E. Reinken
Belen 864-2877

PEST CONTROL

Tru-Kill Pest Control
118 E. Aragon
Belen 864-2523

PHARMACIES

Belen Sav-On Drugs
701 Dalies Avenue
Belen 864-7471

Buckland Pharmacy
600 Dalies Ave. P.O. Box 728
Belen 864-7434

PHOTOGRAPHERS

Hugh Mitchell Aerial Photography
P.O. Box 1072
Belen 864-7371

Triumph Photography
200 Becker Ave. 400 Dalies Ave.
Belen 864-8722

PHYSICIANS & SURGEONS – M.D.

Dr. Joseph E. Bryan
385 Rio Communities Blvd.
Belen 864-6994

Dr. Larrie Mason
610 Dalies
Belen 864-2216

Dr. Samuel S. Sandoval
704 S. Christopher Rd.
Belen 864-2106

Dr. R. John Woods
301 Reinken
Belen 864-2399

PHYSICIANS & SURGEONS – O.D.

Dr. Ralph Brower
101 N. 6th Street
Belen 864-4646

Dr. R.E. Brubaker
103 N. 6th Street
Belen 864-8720

Dr. A.W. Llewelyn
105 N. 6th Street
Belen 864-8741

PRINTERS

Belen Print Shop
214 S. 6th Street
Belen 864-3553

RADIO STATIONS

KARS Radio
P.O. Box 860 208 N. 2nd St.
Belen 864-7447

KMLW–FM 98
P.O. Box 998 618 Dalies
Belen 864-8400

REAL ESTATE

Belen Real Estate Brokers
849 N. Main Street
Belen 864-3600

Century 21 Altura Realty
1501 River Road
Belen 864-2997

Gerald Chavez Realty
P.O. Box 954
Los Lunas 865-4671

Cox Realty
214 N. 2nd Street
Belen 864-4757

Cullins Realty Co.
713 East River Road
Belen 864-7488

Koch & Associates
P.O. Box 922 303 Rio Communities Blvd.
Belen 864-7751

RECREATION

Tierra del Sol Country Club
P.O. Box 496
Belen 864-2293
(Members Only)

RESTAURANTS

Gil's Bakery & Dining
239 N. Main St.
Belen 864-3636

Manuelitos Mexican Food
721 N. Main St.
1300 S. Main St.
Belen 864-6226

Tierra del Sol Country Club
P.O. Box 496
Belen 864-2293
(Members Only)

SPORTING GOODS

D.L.S. Sports & Trophies
110 N. Main St.
Belen 864-6514

STORAGE

Rio Grande Storage Rentals
407 E. Reinken
Belen 864-2877

River Road Self Storage
1524 River Road
Belen 864-2287

SURVEYORS – LAND

E. Valdez Surveying
218 Howell
Belen 864-2082

TITLE COMPANIES

Fidelity Title Company
1501 E. River Road
Belen 864-4691

Valencia County Abstract & Title Co.
P.O. Box 145
Los Lunas 865-9651

TRAILERS

AccuTrak Mfg. Corp.
P.O. Box 310
Los Lunas 865-9648

TRAVEL AGENCIES

Rio Grande Travel
511 Reinken
Belen 864-4644

TRUCKING – MOTOR FREIGHT

Wilson's Rapid Transit Lines
409 S. 1st St.
Belen 865-6637

TYPEWRITERS

Don Gress Typewriter Co.
208 Howell
Belen 864-4702

UTILITIES

El Paso Natural Gas Co.
P.O. Box 1492
El Paso, Texas

Gas Company of New Mexico
525 Becker Avenue
Belen 864-7776

Mountain Bell
P.O. Box 400 – Station 260
Albuquerque 864-7411

Public Service Co. of New Mexico
9th & Castillo
Belen 864-7426

WATER WELL DRILLING

Lake Drilling & Pump
1604 Camino del Llano
Belen 864-4634

WIRE PRODUCTS

West Penn Wire Corp.
Rio Grande Ind. Park – 47 South
Belen 864-7477

"Why should I join the Chamber of Commerce?"
Here is our response. . . . .

"The best way to increase your business is to support the Chamber of Commerce. . . more industries, more residents, more tourists, more people shopping in our area will mean more business for you! The Chamber is working to promote all of these things (in addition, it affords valuable contacts with your fellow citizens and business people)."

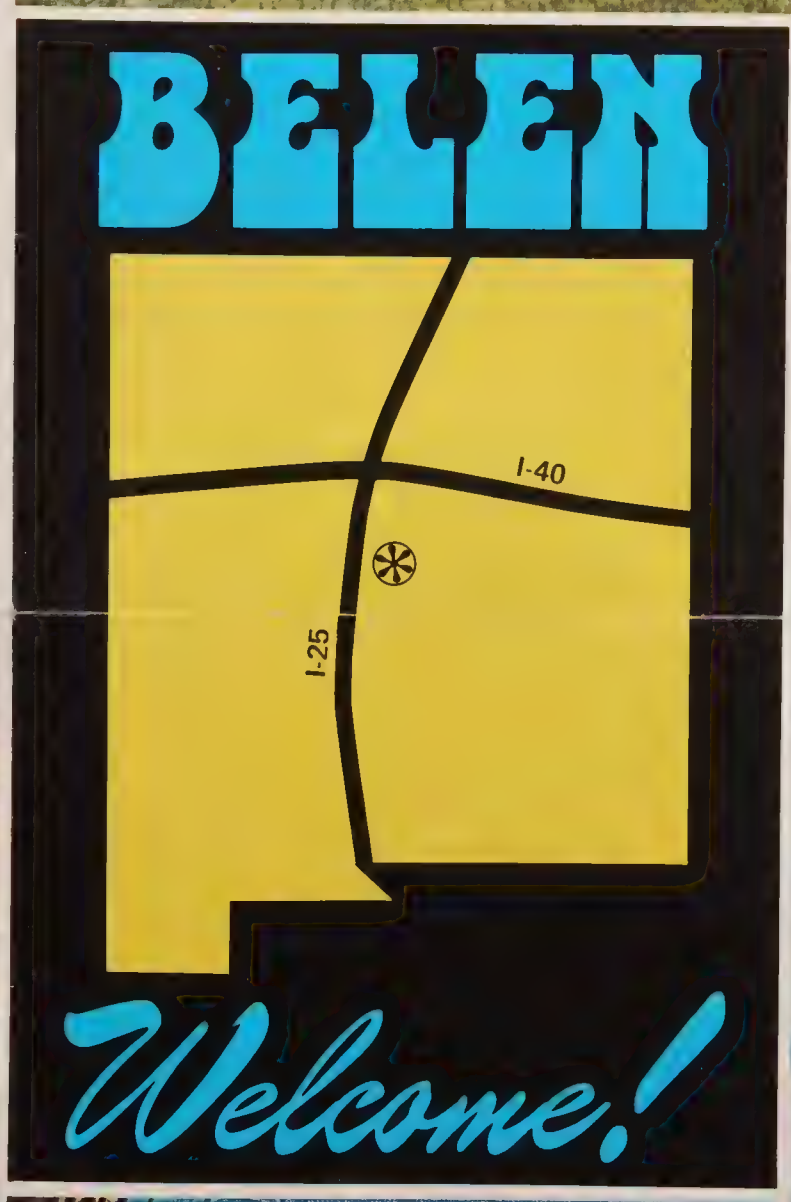
Select any season of the year and you've chosen the right time to reap the joys of riding horseback across the almost awesome vastness of the country surrounding the city of Belen.

Picnicking, hiking, swimming, golf, horseback riding and winter sports are all included in the extensive recreation facilities available in the Belen area.

Less then 5 minutes from downtown Belen is the beautiful Horizon Country Club which has a dining room, a swimming pool, tennis courts, saunas and gym facilities.

The Belen Consolidated School System consists of 7 elementary schools, the University of Albuquerque – Rio Grande Branch Center, a junior high school and a high school. School enrollment is over 3,600 students. A modern, new high school serves the community. The Belen schools are fully accredited by the New Mexico State Department of Education and the North Central Association of Secondary Schools. St. Mary's Parochial School is housed in a modern plant and has an enrollment of 210 pupils. The University of New Mexico and the University of Albuquerque are located 30 miles north of Belen at Albuquerque.

The Rio Grande Center, a branch of the University of Albuquerque, is located in the Rio Communities Shopping Village east of Belen. The University of Albuquerque, a private 4-year college, provides a full 2-year Associate's degree program and a full 4-year Bachelor's degree program in the evening division.



Belen is a focal point of a network of local, state and transcontinental transportation facilities. Here the A.T. & S.F. Railway maintains one of its largest freight classification yards employing about 450 persons, with an annual payroll of 5½ million dollars. The Santa Fe has lines extending north, east, south and west with 35 to 40 freight trains per day. Numerous important truck lines operate through Belen providing daily service in all directions and one line maintains headquarters in the Hub City. One major bus line operates through Belen providing 3 daily schedules to Albuquerque north and an additional 3 daily schedules to the south and El Paso.

The Santa Fe Railroad yards, which handle over 750,000 freight cars per year, consists of a series of twenty-six tracks, ten of which are each three miles in length.

Well-spaced residential areas, with modern homes have met Belen's tremendous growth needs. The Belen area has added hundreds of new and modern residences in carefully-planned developments in the past five years. Belen is indeed a pleasant place to live, work and play where you surround yourself with the fascination of a modern-day Land of Enchantment.

Belen is also in the geographical center of a great cattle and sheep raising country. Up from the fertile slopes of the Rio Grande the rich farm land gives way to vast ranch country where you can travel for miles without seeing a house. In such country grows the nation's finest cattle and sheep. The Belen Livestock Commission Company holds a weekly livestock sale just north of the Hub City.

Geographically the entire Belen area is well located for the production and marketing of vegetables, alfalfa, hay, sorghum grains, fruits and dairying. Belen is also the geographical center of a great cattle and sheep raising area.

Photos by Tom Dunbar

THE HUB

New Mexico is a land of contrasts and the lush, fertile valley of the Rio Grande is no exception. Here amidst primitive mountain terrain, arid plains and vast mesas the mighty Rio Grande River snakes its way through the Land of Enchantment. Belen, clustered in the heart of the rich-soil of the Middle Rio Grande Valley, is truly the garden spot of New Mexico.

The 1970's appear likely to provide a decade of unprecedented growth and development in the "Valley" of eastern Valencia County, comprising the Belen-Los Lunas-Bosque Farms-Isleta complex. Led by Cannon Craft Manufacturing Company, one of the world's largest manufacturers of wooden louvered shutters, industry is showing growing interest in this 25-mile corridor along the Rio Grande south of Albuquerque. Completion of Interstate 25 between Belen and Albuquerque, and the Horizon Corporation development at Belen contributed greatly to the growth spiral. Utilities reflect the magnitude of growth. Belen is the hub of this growth as it is the Hub City of New Mexico, located in the center of the state.

Belen is on Interstate 25, with the freeway completed between Albuquerque and El Paso, Texas. State Road 6 also runs through Belen, connecting Interstate 40 on the north with U.S. 60 to the southeast. New Mexico 47 connects Belen with Albuquerque on the east side of the Rio Grande.

Population – 5,500
Elevation – 4,800 feet
Climate – An average day time temperature of as high as 93° in July to as low as 43° in December.
Financial Institutions – two banks and one savings and loan
Shopping Centers – four
Motels – four
Restaurants – twenty
Churches – fifteen (of various denominations)
Civic-Fraternal organizations include the Chamber of Commerce, Rotary Club, Lions Club, Kiwanis, Optimist, Moose Lodge, Elks, Jaycees, Pilot Club, Belen Art League, Knights of Columbus, Masonic Lodge and affiliated groups, Knights of Pythias, Boy and Girl Scout organizations, art leagues, Railroad Brotherhood Chapters and Auxiliaries, numerous 4-H Clubs, a Future Farmers of America Chapter and a Veterans organization.

Belen has its own newspaper, radio station, theater, golf course, park and public swimming pool.

BELEN

For More Information Write

BELEN CHAMBER OF COMMERCE
Belen, New Mexico

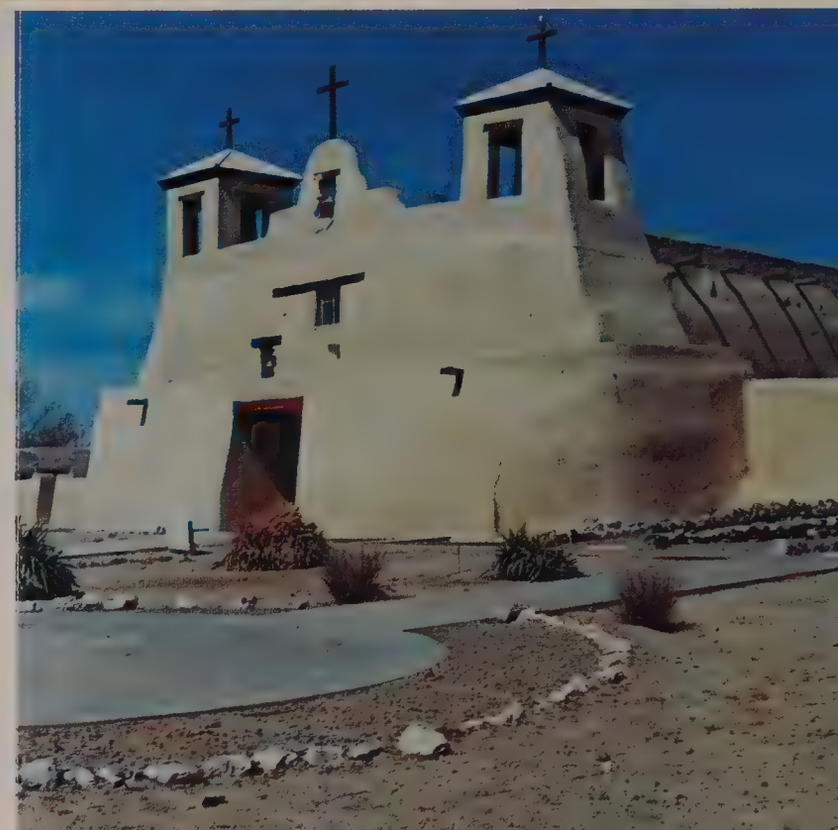
or

THE FIRST NATIONAL BANK
P. O. Box 4
Belen, New Mexico

Belen was founded in 1741 by two Spaniards who petitioned for and received a large grant of land known as Nuestra Senora de Belen (Our Lady of Belen). Belen is the Spanish word for Bethlehem. The site of Belen being an important strategic point, the Spanish authorities established a fort here in 1780. This fort was manned by a citizens' army and served to protect the people from the Indians, particularly from a large settlement of Apaches which covered the area of Sabinal just south of Belen as late as the close of the 18th century. Belen experienced its last Indian raid in 1864 when the Navajos swept down on the town, stealing and driving off cows, goats and sheep and taking some captives. The captives were later exchanged for Indians who had been captured by the Spaniards living in Belen.

The Catholic Church had missions all over this country very early and there are ruins of a church known as the "Pueblo de Altos Ruins" just six miles south of Belen, which is fairly authentically dated as having been an Indian Mission in 1608.

People of German descent began settling in Belen in the early 1870's and were the fore-fathers of many of the present businessmen in Belen. They established the first Protestant Church. Prosperity started on its' march in 1880 when the Santa Fe Railroad system opened a new railroad through Belen. Years later, the Santa Fe opened the cut-off or east-west line, making Belen its' "Hub City" and also one of the greatest railroad centers in New Mexico.



Belén Blooms

Streetlight Art Banners

2019

BELÉN BLOOMS

PLANTING THE SEED

Belén Blooms grew out of a collaboration between Belén native Mike Moreno and newcomer Janis Marston, who wanted to brighten downtown and support local art.

She suggested hanging flower baskets to add color. But who would water them? He thought streetlight banners might be better. She liked that idea, especially if the banners along Becker Avenue could feature bold, colorful flowers.

Their visions, and a generous donation by Janis to fund the entire project, led to Belén Blooms, the first art installation of its kind in the city.

It features 23 original pieces of art by Valencia County artists, chosen by a panel of five judges.

The project attracted 63 works of art from 42 artists across Valencia County. Original plans called for 20 banners, but three more were added so more art could be displayed.

Cover art by Tina Powers

Belén MainStreet Partnership

& City of Belén

Proudly Present

Belén Blooms 2019

Streetlight Banner

Awardees

MORNING ROSE

Cecilia "Cece" Aragon

Belén

Cece took her first lessons from Belén art legend Dorthea Von Eckhart, who worked in oil and used brilliant colors. She taught Cece, whose paintings lean toward Realism, how to use oils and find the perfect mix for vivid colors.

In "Morning Rose", she used her love for Realism in the design of the rose but used her knowledge of color to bring it to life, using the dew drops on the petals as the small detail we often miss.

She is now trying to paint out of her comfort zone, to expand her palate and be a little freer with her painting.

BLOOMS

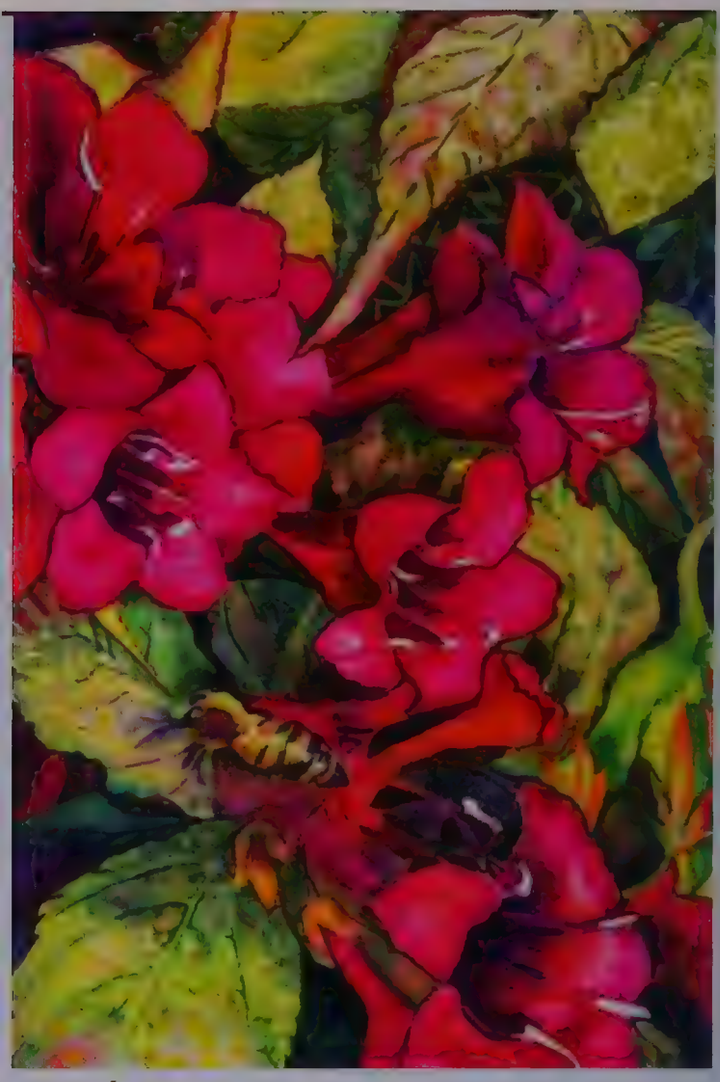
Joseph H. Aragon

Belén

Joe recently moved back to Belén from Albuquerque. A self-taught artist, Joe started drawing cartoon characters in high school which helped him to refine his drawing techniques.

He went from being a street artist, painting on walls, to experimenting with water colors, pens and ink. He is also an amazing chalk artist who creates works of art on the sidewalk!

He has participated in art exhibits at the South Broadway Cultural Center in Albuquerque and is working on becoming a well-known artist in the New Mexico art scene and beyond.



BELÉN TRUMPETS

Linda Marie Carroll

Belén

New Mexico is an amazing place that lends itself to so much inspiration. Her landscapes, people and wildlife have touched Linda Marie's soul.

She paints them in oil, watercolor and multimedia.

As an artist, she approaches her subject from several different possible angles, physically and figuratively.

A happy artist paints or creates that which moves him or her.

Passion will dictate your art to you. Time and practice will develop that passion into successful art.

SPRING

Tracee Coiner

Los Lunas

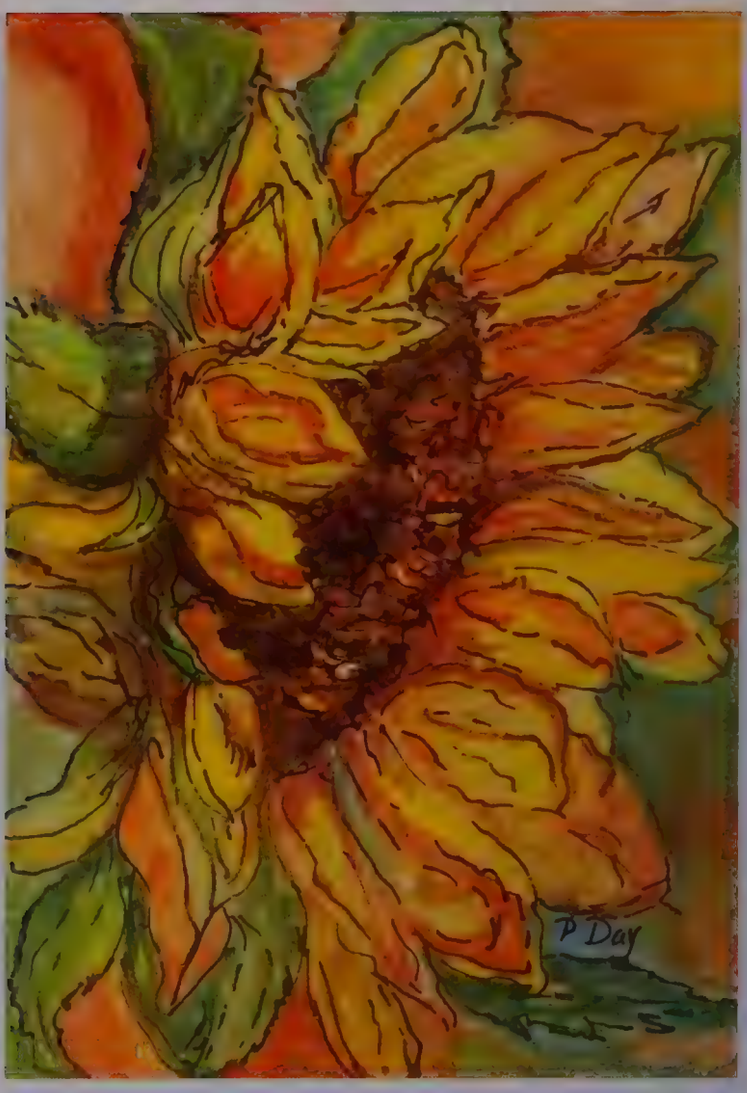
Born in Belén, Tracee grew up on a farm about five miles west of Belén, on the Mesa.

She has loved art since she first picked up a pencil. Early works included 4-H entries at the county and state fair.

She graduated from the University of New Mexico with Digital Media and Fine Arts degrees.

She wanted to become a comic book artist, and has one book published with her illustrations.

As a wife and a mother who works for BNSF Railroad, art is now more of a hobby for her.



SUN'S REFLECTIONS

Priscilla Day

Rio Communities

Priscilla is considered a national artist in acrylic and watercolor.

Her art is selective. She feels every painting must truly capture one's heart and sentiment. One client said, "You are a fantastic storyteller through your paintings!"

Priscilla is known for her pet and human portrait paintings because she captures their unique personality in their eyes.

Her landscape and still-life paintings are a visual inspiration of light, color, and natural beauty.

BOTH SIDES OF THE WALL

Linda L. Dugger

Belén

Watercolor and mixed media artist, Linda was born in Oregon, then moved to Denver, Colorado, in the 1950s.

Traveling around the western states, her home and studio remained in Denver.

She moved to Belén in the summer of 2016.

Western art is her passion, but creating any work that brings enjoyment to others is her bliss. She works primarily in watercolor and graphite pencil.

Her award-winning art has sold throughout the world. She is thrilled to start a new adventure in New Mexico.

WHITE ROSE

Sandra Griego

Los Lunas

HIBISCUS

Sandra Griego

Los Lunas

Art seems to be part of Sandra's DNA. She began painting ceramics in Bernalillo, in the 1980s with her mother, who still embroiders at age 88. Her dad sketched animals, birds and people for fun.

She moved to Valencia County in 1986. In 2013, she learned Italian tile painting at an Albuquerque cultural center.

She started painting on canvas in 2017, while looking for calmness in her life.

Sandra adds, "To God be all the glory for whom I would not exist, let alone know He's blessed me with such talent."

A BURST OF SPRING

Cecilia M. Gutierrez Peralta

PRINCESS

Cecilia M. Gutierrez Peralta

Cecilia is a wife and proud mother of two wonderful sons. She is a life-long resident of Peralta. After retirement, she wanted to pursue her interest in art.

She took a local class. The teacher urged her to do more. She began taking classes with professional art teachers, and learned more about the many artists in the area whom she admired for their own unique style. She also learned that art is something to be appreciated.

Painting brings her much pleasure. Her hope is that her paintings bring others as much joy as she feels while creating them.

DIVERSITY/PRETTY AT FIRST

Quanta Hinson

Belén

To Quanta, complementarity is a sovereign principle of art underlying the essential integrity of any piece. It is so perfect, all other principles are but alternative ways of realizing it. It is a truth she follows.

In fifth-grade, she began drawing. At 30, she began painting.

At 40, she began learning to apply complementarity to the art of interior decorating and design, her career for 25 years.

At 65, she was retired and obsessively painting. At 85, still painting, though not obsessively.

At 86, not so much. But she still loves and practices complementarity.

LUNAS

Jane Hocking

Belén

Jane prefers small acrylic paintings on panels, including miniatures just a few inches square.

Born in Minnesota, she spent her early childhood in Europe, returning to the States during grade school.

Jane first learned perspective, color, and composition in junior high art classes. After high school, she bought oil paints and copied pretty calendar pictures.

But she gave away her paints and set art aside for many years. She took up painting again after moving to New Mexico in 2011. She chose acrylics because they dry fast and are easy to clean up.

GARBERVILLE GARDEN

Jo'l Moore

Belén

Most of Jo'l's work tends to be playful and impressionistic.

She sees everything as canvas, from the rock mandala in her front yard, to the inside of her house covered with murals and hand-painted furniture to the jeans she wears.

If it doesn't move, she'll paint it. "No wonder I can't teach my dogs to sit," she says. "They're afraid I'll cover them with paint!"

"Garberville Gardens" is named for the small Northern California town that was once the pot capital of Humboldt County.

COSMOS WITH BEE

Joyce Johns Peralta

Introduced to watercolor painting in high school, Joyce minored in art in college.

She taught high school in San Jose, California, for 33 years, taking a break to open a printing shop in Montana that specialized in wildflower designs on clothing.

After retirement, she returned to her family's roots and moved to Peralta in 2006.

Determined to return to painting, she has been refining her watercolor skills under the mentorship of Albuquerque artist Carol Carpenter for several years. Her art combines her intense regard for the natural world with her love for painting in watercolor.

FLOWERS

Elizabeth Lambson

Belén

THREE FLOWER VASES

Elizabeth Lambson

Belén

Liz is a Christian, divorced mother who has been raising twins for the past 12 years.

In 2012, she worked two jobs while earning an Associate Arts degree in Fine Arts from Santa Fe Community College. In 2014, she got a Bachelor in Organizational Management.

She now teaches art at Central and Rio Grande Elementary schools.

Painting when she can, she also has illustrated six books for Aro Publishing. She prefers acrylic but loves the luster of oils and watercolor as well. All she ever wanted, she says, was to be an artist and a mother.

DESERT CACTUS SUNRISE

Norma Grey Law

Rio Communities

Self-taught, with the aid of You Tube videos and dozens of well-worn art books, Norma refers to herself as "an aspiring watercolor artist."

Money scarce, she painted a picture 40-plus year's ago of Alexander Pushkin's "A Tale of the Fisherman and the Fish" for her young son's bedroom wall. She still has the framed painting, which was her first watercolor.

A few years ago, a friend with lung cancer took up acrylic painting to fill a holistic void in his final years. He was her inspiration to begin her own journey of fulfillment through her art.

MOTHER'S POPPIES

Amanda Luna Bosque

Amanda Luna is a stay-at-home wife and mother of two. She graduated from the University of New Mexico, earning a Bachelor of Science degree in Education.

Although she does not have a degree in art, creativity always has been a part of her life. From the time she was a child, she has dabbled with different mediums, but it was painting in vibrant and rich colors that captured her heart.

Amanda enjoys painting different compositions and finds inspiration from her family, her faith and her life.

JOY

Julie Pelletier

Belén

As a child, Julie and her grandmother endeavored in various art projects, including making dollhouses out of cardboard.

Window display and interior design are two of her past jobs.

Julie found herself homeless in the early 2000's and, in 2005, moved to Albuquerque. She found Artstreet, an art therapy center for the homeless, and the Offcenter Community Arts Project. Julie continues to mentor others at Artstreet.

She moved to Belén in 2017 with her husband and joined the Belén Art League.

BLOOMS ON THE RAIL

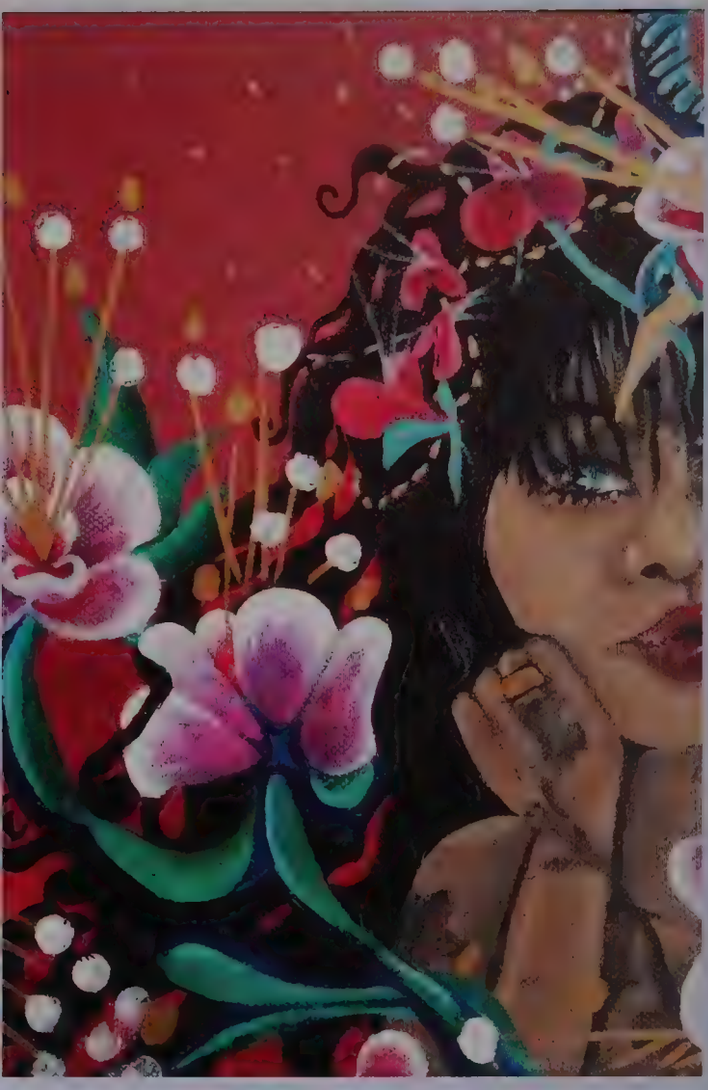
Eddie L. Ramirez

Los Lunas

Former owner of Bristles Art Supplies and founder of the Valencia Art Center, Eddie has been teaching art for more than 40 years.

Better known as "Mr. R.", Eddie attended the Omaha Commercial Art Institute, the Pima Community College in Tucson, Arizona and the University of Arizona.

The Valencia Art Center, in the Hub of Belén, has ongoing classes for children and adults. It promotes various art venues throughout the year.



ROSEDALE

Ava Reeves

Rio Communities

Creating impactful art is what Ava hopes to leave behind whenever she ventures away from home.

Her themes reflect the love and support she receives from her family and lover; her works often are paraded with vivid colors and exotic flowers.

The female form has always roused a creativity in her life and, as she has grown into her true self, she has learned to appreciate the feminine while finding similarities in human and plant life.

As complex as both systems appear, the underlying simplicity is a longing toward leaving impressions of love and growth to our communities.

FIELD OF POPPIES

Kimberly J. Ross

Los Lunas

Her friends call her "Kimber".

A self-taught artist, this native of New Mexico has loved coloring outside the lines since childhood. Her art is a reflection of her past, present and future.

Each painting is an experience, an emotion or a memory that takes her to a better place, or reminds her of something beautiful from her childhood.

She is looking toward the wonderful things that lie ahead on this journey. She thanks the Lord for allowing her to be part of the art world and its wonder, magic and beauty that continues to enrich her life.

DESERT ROSES

Thomas E. Weis

Los Lunas

Raised in the Midwest, Thomas moved to New Mexico in the 1970s. His mother was Spanish/Yaqui Indian so the Southwest felt like home.

He spent 13 months as a Marine in Vietnam. Painting was his therapy for PTSD. He uses acrylics because of its versatility, from washes to opaque like oils.

Thomas uses four basic colors: blue, red, yellow and green, with white for tinting and black for shading.

With little formal training, he says his art ability is God-given.

PANEL OF JUDGES

Danny Bernal Jr. is a Belén MainStreet Partnership board member, an actor and president of The Hub Community Theater. He is working to revitalize the old Belén City Hall.

Maria Alicia Cordova is a stylist and owner of Al's Styling Salon for 39 years. She has served on Belén MainStreet Partnership board for two years and is a docent at the Belén Harvey House Museum. Her son Jerah is Belén's mayor.

Ginger Mercer came to Belén in 2004 from the Chicago area. Since 2005, Ginger has worked for Through the Flower, a non-profit feminist art organization founded by artist Judy Chicago in 1978.

Kelly Cross is an artist and owner of Studio 508, which provides space for exhibits. He serves on the Belén Art League Board and readily gives his time to volunteerism here.

MaryAnn Detlor has been teaching drama at Belén High School for 10 years. Married for 33 years, she has 5 children and 6 grandchildren.

THANKS TO OUR SPONSORS

Belén MainStreet Partnership

CITY OF BELEN
STATE OF NEW MEXICO

Belén
The Hub City

SPECIAL THANKS

To **Kelly Cross' Studio 508**
& the **Belén Art League**
for hosting
Belén Blooms' art exhibit.

AND THANK YOU
TO OUR PARTNERS

Camino Real 8 Artists Group

Mid-Rio Grande Retired Senior Volunteer Program

THANK YOU JANIS!

Belén MainStreet Partnership and the City of Belén would like to thank Janis Marston for her generous contribution in support of the arts in Belén.

Janis moved to Belén in 2012 to get away from forest fires and floods in Glenwood, New Mexico. It was to be for a few months only, but she fell in love with the place and decided to stay after she started volunteering at the Belén Public Library and the Belén Harvey House Museum.

A retired newspaper woman, she now volunteers as a reading mentor for Albuquerque Public Schools and Books on Becker. She is a life-time member of the Friends of the Belén Library.

Her late husband was a beloved Southeast Alaska artist, so supporting local artists comes second nature to her.

Janis also has given countless hours in support of Belén Blooms, providing us with graphic design, editing and jumping in to help wherever needed.

Thank you Janis for helping to create change in Belén and supporting the arts. — MM

A FINAL THANK YOU

Mike Moreno, Belén Blooms Project Manager and member of the Belén MainStreet board.

Mike, is an artist, volunteer and community organizer who is helping to create change in Belén for the better. He was Belén Volunteer of the Year in 2014.

This art project simply could not have happened without Mike's knowledge, dedication and long hours of work.

In addition, a big thanks to **Rhona Espinoza** and **JoElla Patterson** at the MainStreet office. They were our cheerleaders and helped us in a variety of ways to complete the project.

And to **Librarian Kathleen Pickering** and the **Belén Public Library** staff who also gave us support. — JCM

1985
GREATER BELEN CHAMBER OF COMMERCE

MEMBERSHIP DIRECTORY

1985 GREATER BELEN CHAMBER OF COMMERCE

104 NORTH FIRST STREET
BOX 1
BELEN, NEW MEXICO 87002
505-864-8091

HISTORY OF THE GREATER BELEN CHAMBER OF COMMERCE

The Belen Chamber of Commerce had its start in 1940 although it has a history under other names that dates back to 1900.

In 1900 the group which worked for the betterment of the business community was called the "Heyday Club." From 1903 until the group was suspended in 1918 because of World War I, it was known as the "Commercial Club." In 1924 under the leadership of President Paul B. Dalies, the group reorganized as the "Civic Club." In 1940 the chamber was born under the sponsorship of Hollis Wilson and Ed Leupold.

In its 40 years or so as a chamber, it has served a variety of functions in the greater Belen community. Among these have been introducing new businesses; keeping established businesses abreast of what is happening in the community; working to improve roads, schools, and recreation; supporting various civic functions; organizing and running a Christmas Lighting Contest and the Valencia County Fair parade; and working to make the Harvey House a viable civic center.

For a time, as the Chamber was getting organized, meetings were held in the Belen City Hall. Eventually an office was needed which has been located in several areas through Belen. Currently the offices are housed in the Harvey House, one of the historic buildings of the area and adjacent to the railroad yards.

OFFICERS

Gene Bustamante ..... President
Public Service Company of New Mexico
Kandy Cordova ..... President-Elect
Hub City Collection Agency
Casey Luna ..... Vice-President
Casey Luna Ford-Mercury
Gary Howard ..... Treasurer
Gas Company of New Mexico

BOARD OF DIRECTORS

Pasqual Armijo [1985] 864-8796
Armijo Insurance Agency
Cortez Kibble [1986] 864-7401
First National Bank of Belen
Jane Bliven [1986] 864-3553
Belen Print Shop
Allen Douglas [1986] 864-4196
Allen Douglas Construction Co.
Pat Popp [1986] 864-8400
KMLW-FM 98
John Baca [1987] 864-4409
Baca Pontiac-Buick-GMC
Benny Chavez [1987] 864-4474
Sandia Federal Savings & Loan
Carol Pino [1987] 864-2293
Tierra del Sol Country Club
Cliff Somers [1987] 864-7447
KARS Radio 860
Ellen Syvertson [1987] 864-4472
Valencia County News-Bulletin
Bill Kerr [Appointee, 1985] 864-4169
Individual
Zed Park [Appointee, 1985] 864-2830
City Parks & Recreation
Dolores Salas [Appointee, 1985] 864-6914
Farmers Insurance Group
Joline Ortega 864-8091
Chamber Secretary

1985 COMMITTEES AND GOALS

BUDGET AND FINANCE

Establish a budget for 1985. Work with committee chairmen on financial needs. Submit monthly financial report to membership.

INTERNAL AFFAIRS

Ascertain and meet the needs of the chamber office and staff.

ECONOMIC DEVELOPMENT

Represent Chamber on the Greater Belen Economic Development Committee. Research and study ways to promote Belen.

MEMBERSHIP & WELCOMING

Conduct membership drive in February, 1985. Increase membership 60%. Work to meet new businesses and organizations.

SPORTS AND RECREATION

Communication and involvement with local government for improvement and expansion of recreation facilities in the greater Belen Chamber area. Promote more community involvement and participation in school athletic events. Support and/or help Special Olympics with manpower. Honor persons who have special athletic talents or have excelled in sports competitions. Stress, through the Chamber, the importance of varied recreational facilities as assets for attracting people to our community. Help promote the importance of exercise through sports and recreation as an essential entity in our society which will be done via experts in the field of health and sports.

POLITICAL AWARENESS

To keep informed on pending political decisions that have an effect on the business climate in Belen. To keep in contact with our elected officials, both locally and statewide, along with other Chambers' Political Action Committees. To express our opinions regarding legislative decisions affecting business in our area. To have a viable and unified voice regarding issues that affect us as businessmen/women. Conduct public forums with our elected officials. To have unified representation at all local public meetings.

EDUCATION COMMITTEE

Liaison to UNM Valencia Campus and the Belen Board of Education.

BUSINESS DEVELOPMENT

To select a 'Business of the Month.' To serve as a prime motivator in informing Belen and the surrounding areas that the Chamber is interested in promoting Belen enterprises. To provide assistance in the form of referrals, information and advice to businesses. To act as a facilitator in improving the business climate of Belen.

TRANSIENT RELIEF

The Transient Relief is a program that serves three main functions: 1.) It provides an amount of fuel to assist the transient to reach his destination. 2.) It provides a meal or groceries in a set amount, to those transients, some with families, who do not have money and are in need of food. 3.) The Transient Relief Program cuts down shoplifting for area businesses by aiding these unfortunate people.

SCHEDULED SPECIAL EVENTS

APRIL

KARS/Chamber Radio Auction ..... Jerry Kennedy
April 12 and Cliff Somers

JUNE

Triathlon ..... Carol Pino
June 8

Arts & Crafts Trade Festival ..... Allen Douglas
June 8 and 9 and Pat Popp

AUGUST

Valencia County Fair Parade ..... Kandy Cordova

OCTOBER

Annual Chamber Roast ..... Pasqual Armijo

Annual Chamber Retreat ..... Kandy Cordova

DECEMBER

Christmas Lighting Contest

JANUARY 1986

Annual Banquet ..... Gene Bustamante

FEBRUARY 1986

Membership Drive ..... Kandy Cordova
and Casey Luna

"Why should I join the Chamber of Commerce?"
Here is our response.....

"The best way to increase your business is to support the Chamber of Commerce...more industries, more residents, more tourists, more people shopping in our area will mean more business for you! The Chamber is working to promote all of these things (in addition, it affords valuable contacts with your fellow citizens and business people)."

In the year 1741, Captain Don Diego de Torres and his brother-in-law, Antonio Salazar, founded the settlement of Belen. Belen is the Spanish word for Bethlehem.

To the east, residents are able to feast their eyes on the beautiful, majestic Manzano Mountains where two of the highest peaks of the Rocky Mountain chain are found: Capilla Peak at 9,375 feet high is overshadowed by Manzano Peak with an elevation of 10,098 feet. Belen's elevation is 4,840 above sea level.

To the west, Belen looks out across the Mesa where the sunsets are especially grand during the fall and remain sensuous all year round.

In the early 1980s, Belen's temperature ranged from a high in the 50's to low 20's in January, and in July ranged from the high 80's to the 60's at night, and during the day highs were around 95 degrees.

The average annual precipitation is 7.15 inches and an average annual relative humidity is 42%. Sunshine is recorded in Belen at about 77% of the daylight hours.

CITY GOVERNMENT

Incorporated in 1918, Belen's governing authority consists of the Mayor and four councilmen who serve four-year terms. In 1983-84 the General Fund Expenditures were $1.4 million. The Municipal Gross Receipts Tax is 3/4 percent.

BELEN CITY HALL

AGRICULTURE

The fertile Middle Rio Grande Valley where Belen is located is suitable for production of vegetables—most notably chile, hay, grains and fruits. Dairying is also a major agricultural industry of the area.

POPULATION

Based on the number of utility hookups, Belen's population in 1984 had reached approximately 8,300. Rio Communities, located just across the Rio Grande east of Belen, had a population of approximately 4,200. The trade area for Belen exceeds 35,000.

EDUCATION

The Belen Consolidated Public School System is comprised of five elementary, one Junior High and one Senior High School. There are also four parochial schools with grades K through 12.

The University of New Mexico has a two-year branch college serving area residents which is located in the Rio Communities.

MEDIA

The Valencia County News-Bulletin publishes on Sunday and Wednesday with a circulation of over 14,500. The paper has served Belen/Rio Communities and Valencia County since 1910.

Belen/Rio Communities are also served by the *Albuquerque Journal* and the *Albuquerque Tribune* daily.

Licensed to operate in Belen, KARS Radio, 860 AM, and KMLW, 98 FM, are the local daily sources for news and information.

Full coverage news media, radio, TV stations are received from Albuquerque metropolitan area, which includes three major TV networks, a PBS, and 17 radio stations.

Cablevision is available in Belen/Rio Communities with a system that offers 20 channels of programs plus four premium series and a premium tier.

TRANSPORTATION

Mid-Valley Airport is located approximately halfway between Belen and Los Lunas. Belen also has a municipal airport on the west mesa (Alexander Municipal Airport).

Albuquerque International Airport is 30 miles north of Belen/Rio Communities and serves the area's needs.

Continental Trailways serves Belen/Rio Communities for long-distance travel by bus.

Taxi service is available.

Amtrak Rail passenger service is available 30 miles north in Albuquerque.

INDUSTRY

The Belen Economic Development Committee was established in 1980-81 and has been instrumental in introducing Belen and Rio Communities to prospective new businesses and industries.

Belen and Rio Communities presently have three designed industrial parks. Combined acreage is 2,398.

RECREATION

Senator Willie M. Chavez State Park is located along the Rio Grande east of Belen. Facilities include day-use picnic facilities, restrooms, water, tent and R.V. camping and a nature trail.

From swimming to soccer to softball, Belen has numerous activities to keep athletes in shape all year round. With the ideal weather, golf can be played year round at Tierra del Sol Country Club where there is also a swimming pool and tennis courts.

NEWS BULLETIN Photo

From Belen, one can play tennis in the winter, drive one hour and ski on excellent mountain slopes, and return to have a spicy, hot Mexican or American meal to shake the chill.

Hunting is a favorite activity of many Belenites. The State Game and Fish Department has imported rare animals from Africa. Deer, elk, bighorn sheep, and other varieties of game are abundant throughout the state.

Various sized lakes can be found all through the state. Belen is so centrally located that to get to any one lake does not take long.

SERVICES

Belen's local trucking firm, Wilson Rapid Transit Lines, offers statewide, piggy-back delivery and drop service and return through the Belen rail yards.

United Parcel Service serves the Belen area as does Continental Trailways Bus Lines, offering package express service to all points in the nation.

SENIOR CITIZENS

There are six centers located in different areas of Valencia County. Van service is provided for those senior citizens who do not have transportation so that they might be able to take care of business, shop, visit doctors, and take recreation trips offered by various programs.

UTILITIES

Belen has a new sewage treatment plant which will service approximately 12,000. It is designed with an expansion capacity to serve 24,000.

Public Service Company of New Mexico has provided the Belen area with electricity for years and presently employs 40. Reliability status is 99.9%.

Gas Company of New Mexico has been serving the Belen area since 1939 and employs 18 people.

Telephone service is provided by AT&T and Mountain Bell. Other long-distance service is also available.

THE HARVEY HOUSE

The Greater Belen Chamber of Commerce is presently located in the historic Harvey House, which was built in 1910 by Fred Harvey and operated as a restaurant and lodging facility for railroad employees. The existence of the Harvey House today is due to a concerted effort in 1982 by the mayor, city council, and concerned citizens of the Hub City. In 1983, the Santa Fe Railway dispensed with its plans to raze the historic structure and turned it over to the City of Belen.

Today, with restoration nearly complete, the former dining room and later Reading Room is the proud home of the Valencia County Museum (open Sundays and Tuesdays, 2-4 p.m.), the Belen Chamber of Commerce, the Greater Belen Economic Development Committee, U.S. Rep. Bill Richardson, and the New Mexico Country Music Association.

The Harvey House is governed by a board of directors and has a manager with an office inside and a security man who lives upstairs.

COMMUNITY SERVICES/FACILITIES

The Belen Public Library contains 41,048 volumes and has 4,422 registered borrowers. The Belen Story Hour Program is unique in New Mexico and the nation; seven programs for 3- to 5-year-olds are funded by the City of Belen and administered by volunteer mothers. The program prepares children for kindergarten.

The Belen Police Department is comprised of the Chief, Assistant Chief, and 12 officers.

The Fire Department consists of a Chief, Assistant Chief, and 25 dedicated volunteers who also respond with a Rescue 8 unit. When more help is needed, the Belen Fire Department can always count on the Rescue 1, the Fire Department from Rio Communities and various Fire Departments located throughout the valley.

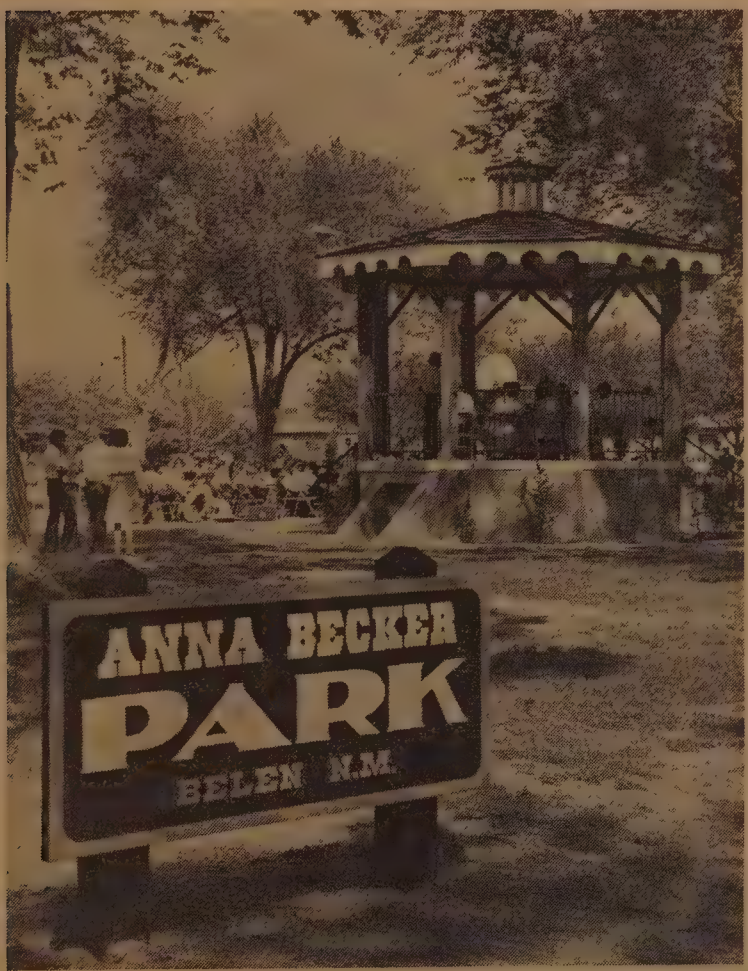
The Rio Communities also maintains an aquatic rescue team.

There are approximately 20 churches in the Belen/Rio Communities area.

The City of Belen Parks and Recreation Department sponsors and coordinates a variety of leagues and programs including softball, volleyball, and basketball for adults and baseball, soccer, gymnastics, and an activities center for youth.

Additionally, the department is responsible for the care and development of 45 acres of park space.

Yearly special events are the summer recreation program for children ages 9-14, Fourth of July festivities, a Christmas Program, Firemen's Olympics, Chevy Pride Car Show and assorted responses to requests from every part of the community.



NEWS BULLETIN Photo

NEWS BULLETIN Photo

Belen Health Care Center is Valencia County's new 120-bed intermediate care nursing facility operated by Care More, Inc., Cleveland, Tennessee.

This facility offers the highest quality nursing care and utilizes "state of the art" equipment and procedures collaborating with Valencia Presbyterian Hospital in sharing both physicians and lab services.

VALENCIA PRESBYTERIAN HOSPITAL

Valencia Presbyterian Hospital is a 25-bed full service, acute care facility 30 miles south of Albuquerque offering the following services:

—24 hour Emergency Services
—Surgery
—X-ray Department with Ultrasound
—Laboratory
—Respiratory Therapy
—Obstetrics Unit with Birthing Options
—Physical Therapy
—Discharge Planning and Patient Advocate
—Physician Referral Service

Valencia Presbyterian Hospital continues to be owned and operated by Southwest Community Health Services, a not-for-profit multi-hospital healthcare system that emphasizes local control of community hospitals.

RIO COMMUNITIES ASSOCIATION

The Rio Communities Association represents the more than 1,100 residential and business properties in the Rio Communities/Tierra del Sol community area. It is a volunteer, unofficial "government" unit of over 600 members serving the entire community with a 13-member board of directors and several committees. It sponsors a volunteer sheriff's patrol of nearly 30 patrolmen and personnel. The Association's purposes include promoting general neighborhood improvement, recommending parks and playgrounds, promoting recreational programs and public services, and protecting residential areas.

GREATER BELEN CHAMBER OF COMMERCE MEMBERS

ACCOUNTANTS

Marcel's Bookkeeping & Tax Service
1100 S. Main St.
Belen 864-3750

W.O. Nelson
608 Dalies Avenue
Belen 864-7482

Vaughn & Vaughn, C.P.A.'s
403 Horner
Belen 864-6616

AMBULANCE

Valley Ambulance Service
Rt. 1, Box 438
Belen 864-6345

APPLIANCE & SERVICE

N.M. Gas and Appliance Service Co.
508 Becker Ave.
Belen 864-6246

Sachs Service Center
Cannon Rd. & Highway 85
Belen 864-2154

ARTISTS

New Mexico Impressions
1002 Don Felipe Rd.
Belen 864-3152

ATTORNEYS

Reggie C. Chavez
500 Becker Ave.
P.O. Box 569
Belen 864-4428

Tibo J. Chavez, Jr.
500 Becker Ave.
P.O. Box 569
Belen 864-4428

Norman McDonald
10th & Delgado
P.O. Box 969
Belen 864-3333

Williams and Conroy
700 Dalies Avenue
P.O. Box 306
Belen 864-4407

AUCTIONS

Cattleman's Livestock Auction
Highway 85 North
Belen 864-7073

AUTOMOTIVE

Baca Auto Sales
St. Rt. 7, Box 4
Belen 864-8667

Baca Pontiac-Buick-GMC
101 Rio Communities Blvd.
Belen 864-4409

Belen Big-O-Tires, Inc.
104 N. Main St.
Belen 865-9655

Casey Luna Ford-Mercury
Highway 85 North
Belen 864-4414

Craig Independent Tire Co., Inc.
320 North Main St.
Belen 864-4464

McCasland Chevrolet-Oldsmobile
315 N. Main St.
Belen 864-4411

Mike's Auto Sales & Service
1010 S. Main St.
Belen 864-8947

Miles B Auto Body
835 Castillo
Belen 864-3300

Rio Grande Auto Sales
407 E. Reinken
Belen 864-2977

Sachs Auto Parts
410 N. Main St.
Belen 864-7725

Scovill Auto Recyclers
1343 Highway 85
Belen 864-7924

Western Auto Associates Store
124 Caldwell, Del Rio Plaza
Belen 864-2445

BANKS

First National Bank of Belen
100 S. Main St., P.O. Box 4
Belen 864-7401

Ranchers State Bank
620 W. Reinken Ave.
P.O. Box 545
Belen 864-4488

Sandia Federal Savings & Loan
634 Becker Ave.
Belen 864-4474

BEAUTY SERVICES

Alicia's Hair Design
118 Caldwell St. Del Rio Plaza
Belen 864-2466

Belen Beauty Supply, Vitamin Center & Beauty Shop
314 E. Reinken Ave.
Belen 864-2306

Billie's Fashion Corner
523 Reinken Ave.
Belen 864-4729

Mane Dimensions
610 Becker Ave.
Belen 864-6309

Snip 'n' Curl
Suzanne Becktel, Roberta Goodson, Bobbi Viscusi
480 Rio Communities Blvd.
Belen 864-6800

BEER & ALE—WHOLESALE

J. G. Maloof & Co.
523 Commercial N.E.
Albuquerque 243-2293

Pucci Distributing Co.
Rio Grande Industrial Park
Belen 864-7892

BOOK STORE

The Book Place
480 Rio Communities Blvd.
Belen 864-9208

BOWLING

Sugar Bowl Lanes
219 Becker Ave.
Belen 864-8440

BRIDAL SHOP

Del Rio Bridal Shop
616 Reinken Ave.
Belen 864-2544

CHIROPRACTORS

Airport Chiropractic
4203 Hwy 85 SW
P.O. Box 594
Los Lunas 865-3321

Barkalow Chiropractic Office
113 S. Main St.
Belen 864-7657

CLAY PRODUCTS

United Desiccants, Inc.
Rio Grande Industrial Park
Belen 864-6691

CLUBS & ORGANIZATIONS

Belen Balloon Association
101 Rio Communities Blvd.
Belen 864-4400

Breakfast Optimist Club
P.O. Box 1144
Belen

Loyal Order of Moose
P.O. Box 963
Belen 864-7995

N.A.R.F.E.
Pres. Al Singer
24 Vista del Rio
Belen 864-2998

New Mexico Country Music Association
P.O. Box 404
Belen 864-2325

Pilot Club
Betty Farrell
P.O. Box 759
Belen 864-8541

VFW Auxiliary
Gretta Ponticelli
89 Lloyd St.
Belen 864-3805

Valencia County Housing Corp.
333 E. Reinken Ave.
Belen 864-6914

Valley Business Women
P.O. Box 227
Belen

COMPUTERS

EMC Systems
P.O. Box 362
Tome 864-6277

CONSTRUCTION

Company del Fuego
409 Horner St.
Belen 864-8018

Dils Construction
P.O. Box 106
Belen 864-4297

Albuquerque Builders Construction Co., Inc.
R.F.D. 1, Box 407-A
Belen 865-7351

Allen Douglas Construction
P.O. Box 228
Belen 864-4196

Stevenson Construction Co.
403 S. Hwy 47
Belen 864-3225

Vista del Sol
9136 N. 66th Place
Scottsdale, AZ 85253

CREDIT & COLLECTION AGENCIES

Credit Bureau of Belen
E. River Road
P.O. Box 700
Belen 864-4303/8646

Hub City Collection
702 Dalies Ave.
P.O. Box 603
Belen 864-4422

DENTISTS

Gary L. Dickinson, DDS
205 Rio Communities Blvd.
Belen 864-3065

Dan Ludwig, DDS
205 Rio Communities Blvd.
Belen 864-3065

Cecil Sandoval, DDS
601 Dalies Ave.
Belen 864-8912

DEPARTMENT STORES

C.R. Anthony
106 Caldwell, Del Rio Plaza
Belen 864-1844

Pixie Discount
211 S. Main St.
Belen 864-7111

Sears Authorized Merchant Store
211 North 7th
Belen 864-7421

T.G. & Y. Stores
104 Caldwell, Del Rio Plaza
Belen 864-4433

Western Auto Associates Store
124 Caldwell, Del Rio Plaza
Belen 864-2445

Alco-Duckwall Stores, Inc.
630 E. Reinken
P.O. Box 44
Belen 864-7746

ELECTRONICS

Belen Electronics
(Radio Shack Dealer)
827 E. River Road
Belen 864-4016

ENTERTAINMENT

Onate Theatre
710 Dalies
Belen 864-7657

FLOWER SHOP

Saavedra's Flower Cart & Gifts
117 S. Main St.
Belen 864-2296

FOOD

Adams Market
800 S. Main St.
Belen 864-3565

Al's Mini Mart
701 S. Main St.
Belen 864-2500

Bullocks of Belen, Inc.
300 N. Main St.
Belen 864-2241

Creamland Dairies
P.O. Box 25067
Albuquerque 87125 864-8883

Gil's Bakery & Dining Room & Gift Shop
239 N. Main Street
Belen 864-3636

Mathews Meat Processing, Inc.
Hwy 85 N. RR1, Box 363A
Belen 864-7314

The Protection Store
480 Rio Communities Blvd.
Belen 864-2621

Safeway Store
102 Caldwell, Del Rio Plaza
Belen 864-7903

FRAME SHOPS

racy's backgrounds
233 N. Main St.
Belen 864-4230

FUNERAL DIRECTORS

Romero Funeral Home
609 N. Main St.
Belen 864-8501

FURNITURE

Hub Furniture Co.
204 N. Main Street
Belen 864-4536

GENERAL CONTRACTORS

D & L Construction Co., Inc.
Rt. 1, Box 214D
Los Lunas 864-6127/865-5142

GIFT SHOP

Cokers Southwest Originals
480 Rio Communities Blvd.
Belen 864-2247

Gil's Gift Shop [Bakery and Dining Room]
239 N. Main Street
Belen 864-3636

Saavedra's Flower Cart & Gifts
117 S. Main St.
Belen 864-2296

GOVERNMENT

City of Belen
City Hall
Belen 864-8221

GREENHOUSES

A & A Greenhouses
Star Rt. 7, Box 53-D
Belen 864-2816

HARDWARE

Thompson's Tru-Value
115 S. Main St.
Belen 864-8981

HOMEOWNERS ASSOCIATIONS

Rio Communities Association
William Oertel
P.O. Box 771
Belen 864-5979

HOSPITALS

Valencia Presbyterian Hospital
609 S. Christopher Road
Belen 864-2221

HYPNOTISTS

Hypnosis Training & Research Center
480 Rio Communities Blvd.
Belen 864-7953

IMPROVEMENT ASSOCIATION

Valley Improvement Association
302 Rio Communities Blvd.
Belen 864-6654

Tierra Grande Improvement Association, Inc.
P.O. Box 1388
Belen 864-2345

INDIVIDUALS

Martin Anaya
1110 S. Main St.
Belen 864-8529

Ralph Castillo
803 N. Main St.
Belen 864-7245

Martin Comerford
628 Carmel
Belen 864-2975

Herbert Ellermeyer
607 Frederico
Belen 864-8904

Alfred Fischer
Rt. 1, Box 407
Belen 864-7168

Jerry Lane Georgeff, Artist
1206 Silva N.E.
Belen 864-3697

Richard P. Gilbert
P.O. Box 1
Belen 864-7030

George Goldstein
87 Horizon Vista Blvd.
Belen 864-3228

Raymond Hoyer
West Mesa
P.O. Box 1015
Belen 864-7706

William & Cricket Kerr
1622 Boros Court
Belen 864-4169

Neal Kolb
707 Western Drive
Belen 864-2991

Catherine Lennon
206 Horizon Vista
Belen 864-8957

Dr. A. W. Llewelyn
105 N. 6th St.
Belen 864-8741

Isabel Lucero
1536 Rio Grande Blvd.
P.O. Box 232
Los Lunas 865-6155

Joe G. Maestas
203 Riley
Belen 864-3763

Bennie W. Matlock
600 Baca Ave.
P.O. Box 1418
Belen 864-8571

Melba Montoya
Rt. 1, Box 361
Belen 864-2416

Clarence Murray
803 Carmel Drive
Belen 864-6788

Agnes H. O'Brien
104 Howell Street
Belen 864-8623

Glenn Oliver
P.O. Box 342
Belen 864-4466

Katherine Plascyk
La Hacienda Apts #17
Belen 864-2761

Mildred Prescott
1616 Michaeldon
Belen 864-4081/8630

Adela Sanchez
511 Becker Avenue
Belen 864-8630

Robert Schoos, Chiropractor
480 Rio Communities Blvd.
Belen 864-6542

Rick Smrt
638 Frederico
P.O. Box 832
Belen 864-4216

Robert Thompson, DDS
212 S. Main St.
Belen 864-6969

Marlane Thovson
621 Palmer Drive
Belen 864-2085

Helen Troy
402 Maddox Loop
Belen 864-3143

R. John Woods, M.D.
301 Reinken Avenue
Belen 864-2399

INDUSTRIAL DEVELOPMENT

Greater Belen Economic Development Committee
104 N. 1st St., Box 4
Belen 864-4499

INSURANCE

Armijo Insurance Agency
312 E. Reinken
P.O. Box 28
Belen 864-8796

Creighton Insurance
1005 E. River Road
P.O. Box 349
Belen 864-7491

Mid Valley Insurance Agency, Inc.
1501 E. River Road
Belen 864-8541

Dolores Salas Agency
Farmer's Insurance Co.
333 E. Reinken Avenue
Belen 864-6914

Tabet Insurance Agency
710½ Dalies Ave.
Belen 864-2428

Town and Country Insurance
P.O. Box 609
Belen 864-1611

JEWELERS—RETAIL

Julian's Fine Jewelry
213 S. Main St.
Belen 864-8777

Trembly's Jewelry
214 S. Main St.
P.O. Box 529
Belen 864-8632

LADIES WEAR

Billie's Fashion Corner
523 Reinken Ave.
Belen 864-4729

Mode O' Day
617 Reinken
Belen 864-8216

LAND DEVELOPMENT

Horizon Corporation
304 Rio Communities Blvd.
Belen 864-7701

LAUNDRIES

Modern Speed Wash
600 S. Main St.
Belen 864-9970

Society Laundry & Dry Cleaners
201 W. Reinken Avenue
Belen 864-8922

LINEN SERVICE

Rutledge Linen Supply
700 Broadway NE
P.O. Box 295
Albuquerque 87103 243-5671

LOCKS & LOCKSMITHS

Gilbert Garcia & Son
610 N. Main St.
Belen 864-7065

LUMBER

Tabet Lumber & Concrete
606 Baca Street
Belen 864-4478

MARBLE—NATURAL

New Mexico Travertine
Camino del Llano
Belen 864-2333

MOBILE HOMES—DEALERS/PARKS

Rio Grande Mobile Home Sales
407 E. Reinken
Belen 864-2877

Vista del Rio
Mobile Home Park
S. Hwy 47
P.O. Box 139
Belen 864-2744

MOTELS

Mt. View Motel
St. Rt. 7, Box 4
Belen 864-8244

Rio Communities Motel & Apts.
502 Rio Communities Blvd.
Belen 864-4451

MUSICAL INSTRUMENTS—DEALERS

Stamps Music Company
207 N. Main St.
P.O. Box 168
Belen 864-8030

NEWSPAPERS

Valencia County News Bulletin
516 W. Baca Street
P.O. Box 25
Belen 864-4472

NURSING HOMES

Belen Health Care Center
1831 Camino del Llano
P.O. Box 1520
Belen 864-1600

OFFICE SUPPLIES

Belen Office Supply
205 S. Main St.
Belen 864-3585

General Office Supply
P.O. Box 160
Albuquerque 247-4011

OPTOMETRISTS

Belen Optical
Dr. Hufford
618 N. Main St.
Belen 864-3606

Dr. Ralph W. Lightle
851 W. Castillo St.
Belen 864-8992

ORNAMENTAL IRON WORK

Gilbert Garcia & Son
610 N. Main St.
Belen 864-7065

PAINT & BODY SHOPS

Miles Auto Body
835 Castillo Ave.
Belen 864-3300

Sanchez Bros. Paint & Body
St. Rt. 7, Box 110-A
Belen 864-6845

PAINTING CONTRACTORS

Custom Decorating
107 Fulton Ave.
Belen 864-3880

PAWNBROKERS

Rio Grande Pawn
407 E. Reinken Ave.
Belen 864-2877

PET SHOP

Fins & Feathers
210A South Main St.
Belen 864-2235

PHARMACIES

Belen Sav-On Drugs
701 Dalies Avenue
Belen 864-7471

Buckland Pharmacy
600 Dalies Ave.
P.O. Box 728
Belen 864-7434

PHOTOGRAPHY

Hugh Mitchell Aerial Photography
P.O. Box 1072
Belen 864-7371

Photos Today
480 Rio Communities Blvd., Suite E
Belen 864-2061

PHYSICIANS & SURGEONS—M.D.

Dr. Larrie Mason
610 Dalies
Belen 864-2216

Dr. Samuel S. Sandoval
704 S. Christopher Rd.
Belen 864-2106

Dr. Roland Sanchez
703 S. Christopher Road
Belen 864-7781

PHYSICIANS & SURGEONS—O.D.

Dr. Ralph Brower
101 N. 6th St.
Belen 864-4646

Dr. R. E. Brubaker
103 N. 6th Street
Belen 864-8720

PRINTERS

Belen Print Shop
214 S. 6th St.
Belen 864-3553

Vivian's Print & Copy
208 S. Main St.
Belen 864-2332

RADIO STATIONS

KARS RADIO—860 AM
208 N. 2nd St.
P.O. Box 860
Belen 864-7447

RAILWAY TRANSPORTATION

Santa Fe Railway
P.O. Box 760
Belen 864-5101

REAL ESTATE

Belen Real Estate Brokers
849 N. Main St.
Belen 864-3600

Century 21 Altura Realty
1501 River Road
Belen 864-2997

Gerald Chavez Realty
P.O. Box 954
Los Lunas 87031 865-4671

Company del Fuego
409 Horner Street
Belen 864-8018

Cox Realty Co.
214 N. 2nd St.
Belen 864-4757

Cullins Realty Co.
703 E. River Road
Belen 864-7488

Cullins Realty
Debra De la Fuente
703 E. River Road
St. Rt. 7, Box 160-G
Belen 864-7488

Koch & Associates
303 Rio Communities Blvd.
P.O. Box 922
Belen 864-7751

B.M. Tabet Realty
512 Becker Avenue
Belen 864-4831

RECREATION

City Recreation Center
518 N. 3rd St.
Belen 864-2830

Tierra del Sol Country Club
Golf Course Road
Belen
(members only) 864-2293

RESTAURANTS

Choices
480 Rio Communities Blvd.
Belen 864-2080

Gil's Bakery & Dining
239 N. Main St.
Belen 864-3636

Kentucky Fried Chicken
607 S. Main St.
Belen 864-7449

Mac's Tastee Freez
600 N. Main St.
Belen 864-7622

McDonalds
503 N. Main St.
Belen 864-3733

Pete's Cafe
105 N. First Street
Belen 864-4811

Sonic Drive-In
713 N. Main Street
Belen 864-9968

Tierra del Sol Country Club
Golf Course Road
Belen 864-2293
(members only)

SCHOOLS

University of New Mexico, Valencia Campus
351 Rio Communities Blvd.
Belen 864-7741

SCREEN PRINTING—TEXTILE

D—Studio
RFD 1, Box 415H
Belen 864-2182

SERVICE STATIONS

Mike's Auto
1010 S. Main Street
Belen 864-8947

Rio Communities Service Station
400 Rio Communities Way
Belen 864-6362

SPORTING GOODS

DLS Sports & Trophies
110 N. Main St.
Belen 864-6514

STORAGE RENTALS

Rio Grande Storage Rentals
407 E. Reinken
Belen 864-2877

SURVEYORS—LAND

Borgel Surveying Co.
P.O. Box 352
Los Lunas 865-7993

THEATRES

Onate Theatre
710 Dalies
Belen 864-7657

TITLE COMPANIES

Sterling Title Co. of Valencia County
P.O. Box 366
Los Lunas 865-4696

Valencia County Abstract & Title Co.
P.O. Box 145
Los Lunas 865-9651

TRAVEL AGENCIES

Thunderbird Travel Agency
511 Reinken
Belen 864-4644

TRUCKING-MOTOR FREIGHT

Wilson's Rapid Transit Lines
409 S. 1st St.
Belen 865-6637

TYPEWRITERS

Don Gress Typewriter Co.
208 Howell
Belen 864-4702

UTILITIES

El Paso Natural Gas Co.
P.O. Box 1492
El Paso, Texas

Gas Company of New Mexico
525 Becker Ave.
Belen 864-7776

Mountain Bell
P.O. Box 400, Station 734
Albuquerque 864-7411

Public Service Co. of New Mexico
9th & Castillo
Belen 864-7426

VETERINARIANS

Mesa Vista Animal Hospital
1533 East River Road
Belen 864-2249

VIDEO

Valley Video Productions, Inc.
P.O. Box 1207
1524 River Road
Belen 864-8101

WINERIES

Rio Valley Cellars of New Mexico, Ltd.
P.O. Box 100
Bosque 864-4561

WIRE PRODUCTS

West Penn Wire Corp.
Rio Grande Industrial Park-47 South
Belen 864-7477

YOUTH ORGANIZATIONS & CENTERS

New Mexico Boys & Girls Ranch, Inc.
203 Rio Communities Blvd.
Belen 864-2177

GREATER BELEN CHAMBER OF COMMERCE
104 NORTH FIRST STREET
BOX 1
BELEN, NEW MEXICO 87002
505-864-8091

PLACE
POSTAGE
HERE

Choices

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312 E. Reinken Ave.
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Alb. 865-5535
Home 864-2553

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CHEVROLET • OLDSMOBILE

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Belen, New Mexico 87002
(505) 864-4441
In Albuquerque call 247-2274

Phillip G. Best
General Manager

VANGIE V. GABALDON
DIRECTOR

Greater Belen Economic Development Committee
104 N. First – Box 4 / Belen, N.M. 87002 / 505-864-4499

GAS COMPANY OF NEW MEXICO

GARY HOWARD
AREA MANAGER

525 Becker Avenue
P.O. Box 524
Belen, New Mexico 87002

Telephone
505-864-7776

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AGOTA

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Watercolors

104 Howell
Belen, NM 87002
505-864-8623

Account Adjusting
Credit Counseling

Hub City Collection Agency
702 Dalies Ave. P.O. Box 603
Belen, New Mexico 87002

Kandy Cordova
Manager

Phone:
(505) 864-4422

RSB

RANCHERS *State Bank*
OF BELEN

P. O. BOX 545
Belen, New Mexico 87002

505-864-4487

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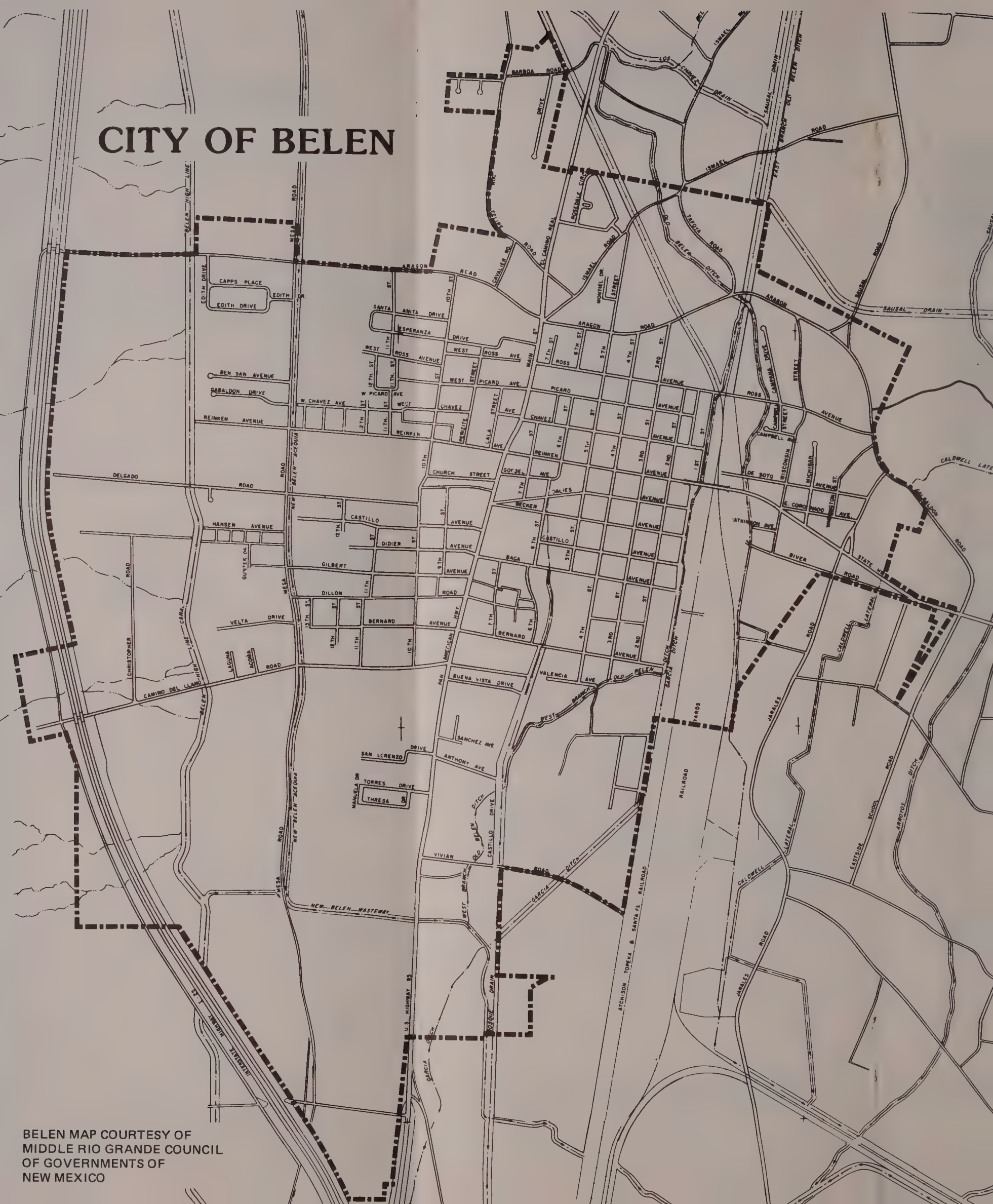
BELEN, N.M.

242-1132
865-9247

CITY OF BELEN



BELEN MAP COURTESY OF
MIDDLE RIO GRANDE COUNCIL
OF GOVERNMENTS OF
NEW MEXICO

RIO COMMUNITIES

Tierra del Sol
COUNTRY CLUB

CAROL PINO
MANAGER

P. O. BOX 496
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864-2293, ALB. 865-6464

VALENCIA COUNTY
NEWS-BULLETIN

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(505) 864-4474

BENNY P. CHAVEZ
Vice President
Manager Belen Office

SANDIA FEDERAL
SAVINGS AND LOAN ASSOCIATION

BUD BLIVEN 864-3553

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UTILITY CONSTRUCTION

P.O. BOX 228
BELEN, N.M. 87002

ALLEN DOUGLAS
PRESIDENT

Greater Belen Chamber of Commerce Newsletter

P.O. Box 818
511 Reinken Ave.
Belen, N.M.
864-8091

June, 1983 | Sandy Schauer, Editor | Number 5

Come One, Come All

Annual Arts, Trades and Crafts Festival

Anna Becker Park
Belen
Saturday, June 11, 1983
10 a.m. - 7 p.m.

By now the above should be a familiar sight to those of you reading this newsletter-this is the poster being used (vivid New Mexico colors of yellow and red) to advertise our Arts, Crafts and Trades Festival.

Under the capable leadership of chairmen Kandy Cordova and Allen Douglas, the event looks like it will be a roaring success. BUT that won't be possible without your help.

We will need help the day of the festival in a variety of ways--if you can be around, even if for only part of the time, please call the Chamber office or Kandy at Hub City Collections or Allen Douglas at Douglas Construction Company.

As of this writing more than 40 booths have been signed up for by merchants, arts and crafts people and concessionaires.

Some of those planning to participate include Robert L. LeBlanc, Juanita Meeks, R. Diane Martinez, Dough Carmichael, Rio Grande Travel & Tours, Matthew Mitchell, Ruth Flaherty, Richard Stevens, Teresa Youngblood, Betty J. Mack, Sue Mims.

Also, Nancy Diehl, Rebecca S.V. Painter, Gene & Donna Harwood, Dolores Pena (Senior Citizens), Patricia Rayburn Miller, Jean Sample, LeRoy Metzgar, Lois Green, Agnes O'Brien Pilot Club of Belen, Susan Hayes, Judith A. Hale, TJ Diversified, Gas Co. of N.M., Hub City Civitan Club, Ella Mae Miller.

Also Karen Brueggemann, Marlen Bachicha, Cindy Hitchcock, James Lee, Etta Mae Cook, KMLW-FM 98, Donna Gibson's Balloons & More, Kiwanis Club, Mane Dimensions, Los Lunas High School Cheerleaders, First National Bank of Belen, Gene Sabia, Gordon Jemeyson, M. Phil Apodaca, and the Belen Optimist Club.

Our thanks go to the Belen Senior Citizens and the Retired Senior Volunteer Program for the eye-catching banner flown by the Park to remind everyone of the event.

There will be LIVE MUSIC most of the day of the Festival provided through the New Mexico Country Music Association and the Senior Citizens Groupo Alegre. So far we are expecting Bobby Buttram and Gary Johnson from the Country Music Association.

A gas grill and a $100 savings bond have been donated from the Gas Company of N.M. and the First National Bank of Belen respectively. Anyone can register to win.

No event is a success without participants. So please, even if you are not displaying a ware or helping us out that day, please come to the festival. It's a first time event but we want to go on and on and on and .....

BUSINESS HIGHLIGHTS

(In each newsletter we will highlight Chamber businesses so we can get to know our fellow members better).

In August, 1947, Marvin Trembly opened the doors of Trembly's Jewelry on Dalies Avenue. Shortly thereafter he moved to Main Street and the business has been a mainstay of Belen ever since.

When he opened Marvin specialized in jewelry, watches and silver items. In January, 1982, Marvin's son, Jeff took over the business allowing his Dad to retire to serve as governor of the local Rotary district (a job he will complete this summer). The store now specializes in 14 Karat gold and diamonds as well as carrying other items.

In addition to Jeff, Jo Paiz, Melissa Seery and Vaughn Hendren work for Trembly's. Jeff's wife, Corby, teaches elementary music.

****

In October, 1982, Rio Grande Travel and Tours began business at 511 Reinken in Belen under the management of Marc Calderwood who is a registered travel agent.

The Belen office is the fourth in the greater Albuquerque area.

Rio Grande Travel books all airline reservations, hotels and cars for anywhere in the world and will also try to find information for people traveling to different destinations including obtaining Visas and Passports.

There is no charge for Rio Grande Travel's services.

Working for Marc is Sandy Prevot who is also a registered travel agent.

OFFICE ACTIVITY

The April log for the Chamber office shows the following activity --

Incoming Calls.....	263
Walk-Ins.....	180
Mail.....	298
Total	741

CHAMBER OFFICERS

President.....Norma Chavez, 864-3600
President-Elect...Pasqual Armijo, 864-8796
V.P./Treasurer.....Gary Howard, 864-7776

FLY YOUR FLAG ON
FLAG DAY - June 14

DON'T FORGET OUR MONTHLY MEETING!!!

June's meeting will be on the 7th at Kosta's Restaurant on Reinken Avenue.

Please make your reservations by calling Ralphie at the Chamber office and please attend for all the latest information on our many varied projects.

WE'VE MOVED !!!!

For those who don't know it, the Chamber offices were moved in May to 511 Reinken Avenue following a decision made by the Board at a special meeting.

The building on Romero Drive had experienced some structural difficulties indluding a ceiling which fell in (fortunately not on anyone's head but very close).

The current structure is being donated by Armijo and Williams as a temporary (and very pleasant) residence. The phone number has not changed.

At this point, we are anticipating we will be able to move to the Harvey House within a few months. A cleanup day was held at the building in May and there are several others planned in the future.

Although details on the permanent move into the Harvey House have not been firmed up, we look forward to such and to be located in what looks as if it will be Belen's new historic district.

WELCOME

Newest member of the Chamber is Triumph Photography, owned and managed by Dale Davis. The business is located at 200 Becker.

We welcome him and his business to our membership roster.

SECRETARY'S VACATION

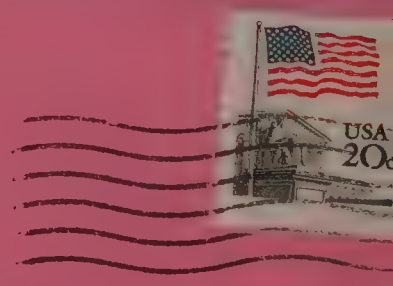
It is anticipated that Ralphie will be taking a vacation the last two weeks of June. There should be temporary help in the Chamber office during that time but if you need help in anything and cannot find anyone in the office, please call one of the officers.

CALENDAR OF EVENTS

June 7.....	Monthly Meeting
June 11.....	Arts, Crafts & Trades Festival
July.....	Annual Picnic
August 27.....	Valencia County Fair Parade

THE HUB CITY

Greater Belen Chamber Of Commerce
P.O. Box 818 • Belen, New Mexico 87002



Rosie Cox
Pilot Club
214 N. 2nd Street
Belen, N.M. 87002

the officers and directors of the Chamber try to look at every problem from that standpoint. The only way the Chamber can avoid occasional disagreements is to adopt a "do nothing" policy or attitude. **Neither you nor I want that kind of a Chamber of Commerce to represent us!** Even the worst critics will admit that the Chamber does what is best for the community. And, if the Chamber is wrong occasionally, the place to correct the situation is by having a voice in its program through active participation.

Show me what you can do--Then I will join-

What would happen if everyone looked at it that way? Other public-spirited citizens who are already supporting the Chamber's program feel that their time and money is helping to build a prosperous community. This big, worthwhile job needs you as well as these citizens.

I may join later--I'll think it over-

The Chamber needs you now. We all lose by you putting it off. The Chamber loses the prestige and support that your membership will give it, and you lose the contact your participation would make.

SOMETHING ELSE TO CONSIDER

Membership Dues in the Chamber of Commerce may be tax deductible as an ordinary and necessary business expense. Dues paid to the Chamber are not a charitable tax deduction for federal income tax purposes. The Chamber is not a charity, but serves as an advocate organization for area business.

GREATER BELEN CHAMBER OF COMMERCE

221 SOUTH MAIN STREET / BOX 6

505-864-8091

BELEN, NEW MEXICO 87002

What is the Belen Chamber?

The Belen Chamber of Commerce is a voluntary partnership of business and professional people working together to build a healthy economy and to improve the quality of life in Belen and Valencia County.

As your Chamber works to accomplish these goals, it wears many hats: economic developer and planner; tourist information center; business spokesperson; economic counselor and teacher; government relations specialist; human resources advisor; and public relations practitioner.

Simply stated, the Belen Chamber is business and professional people working together to make our community a better place for everyone to live and work.

What are the Objectives of the Belen Chamber?

As it works to improve your community's economy and quality of life, the BELEN Chamber keeps these broad objectives in mind:

★ to help businesses prosper and grow;

★ to increase job opportunities;

★ to encourage an orderly expansion and development of all segments of BELEN;

★ to contribute to the overall economic stability of BELEN;

★ to encourage and promote the nation's private enterprise system of competitive marketing.

CHAMBER PROGRAMS

Community Development

. . . *Beautification*

. . . *Retail Service*

. . . *Small Business*

Economic Development

. . . *Retirement Enhancement Program*

. . . *Attracting Tourists*

. . . *Assisting in business expansion and new business startups*

Organizational Improvement

. . . *Advertising and promotional materials*

. . . *Membership Meetings*

. . . *Membership Recruitment*

. . . *Publications*

Public Affairs

. . . *Governmental Affairs*
. . . *Public Relations*
. . . *Education*
. . . *Crime Prevention*

Finance

. . . *Budget*

CHAMBER COMMITTEES

We would like to have you as an active committee member or resource person. Below are committees which are presently active or are being formed. If you would like to help out, please call the Chamber office and let us know your first, second and third choices.

Number your choices

____ **BUDGET AND FINANCE**

____ **MEMBERSHIP**

____ **EDUCATION**

____ **BUSINESS OF QUARTER**

____ **STUDENT OF QUARTER**

____ **PUBLICITY**

____ **GOLD COATS**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ **-NEW MEMBERS-** ★

★ ★

★ ★

★ **WELCOME** ★

★ _____ **Ribbon Cutting** ★

★ ★

★ _____ **Ground Breaking** ★

★ ★

Check one if desired

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BUSINESS CLASSIFICATION

Abstractors
Accountants
Advertising-Agencies/Specialties
Agriculture-Farm/Ranch/Supplies
Air Conditioning/Heating
Aircraft-Charter/Rental/Maintenance
Apartments/Rental Property
Appliances Repair
Architects
Arts & Crafts/Galleries/Supplies
Attorneys
Automobile Dealers-New/Used
Automotive-Parts/Rental/Repair/Service
Bail Bonds
Banks/Savings & Loan
Barber/Beauty/Cosmetics
Bookkeeping Service
Builders/Service/Supply
Builders/Developers/General Contractors
Building Trades-Cabinets
Chemicals
Chiropractors
Churches
Cleaners/Laundry/Linen Supply
Cocktail Lounges/Package
Communications
Community Services/Organizations
Consultants
Credit Reporting/Collectors
Dance Studios
Dentists
Distributors/Wholesale/Retail
Electric/Service & Supply
Electronic-Equipment & Supply
Employment-Placement/Temporary
Engineers/Surveyors
Entertainment/Health/Recreation
Florist
Funeral Directors/Monuments
Geologists/Drilling Consultants
Glass
Grocers/Bakeries
Home Furnishings/Interior/Appliances
Individuals
Insurance/Adjusters/Escrow
Investment/Financial Planning
Jewelers
Loan Companies
Maintenance-Janitor/Pest Control
Manufacturing
Media/Advertising
Medical Care/Service/Supplies
Medical Facilities
Mobile Home/RV
Motels
Moving/Storage
Nursery/Lawn Care
Office Services/Supplies
Oil Distributors
Oil Drilling Contractors
Oil Field Construction
Oil Field Heavy Equipment
Oil Producers/Developers
Oilfield Services/Supply/Specialties
Optometrists
Package Mailing
Pets-Grooming/Kennels
Photographers/Supply
Physicians
Pipe Line/Refiners
Plumber
Printing/Publishing
Real Estate/Appraisers/Brokers
Rentals-Miscellaneous
Restaurants
Retail
Schools/Training
Security/Safety
Signs
Tax Service
Transportation/Passenger
Travel Agencies
Trophies
Trucking-Motor Freight
Utilities
Veterinarian
Welders/Supply

SOMETHING TO CONSIDER

Who me?
I can't afford to belong-

A Chamber of Commerce membership is an investment-not a contribution. The cost is small when compared to the returns made possible by aggressive united action through your Chamber.

I don't have time to attend meetings-

The very fact that you are extremely busy emphasizes your need for the Chamber of Commerce-which does those things which you individually cannot do.

I belong to too many organizations now-

The Chamber of Commerce is not just another organization. It is unique in that it is the medium through which all businesses and professions are working together for a common goal.

You have enough members without me-

The Chamber will never have too many members. The more there are the more we can accomplish.

My firm's headquarters are out of town-

You wouldn't be here if this city didn't offer you a market, a congenial background for your business and good living conditions for your family. These conditions don't just happen. Somebody makes them happen by organized effort, and it takes organization to maintain and support them.

Most of our business is outside of this city-

You depend on this city for materials and supplies, transportation facilities, good utilities, conducive working conditions, reasonable taxes, cooperative government and public attitude. Your home, family and friends are here. So you, too, have a stake in the area.

There is nothing in it for me-

The man who subscribes to the program of the Chamber does so for one primary reason...to promote, and develop the civic and business interests of his community. The principle aim of the Chamber must be for the **general good**...not just personal gain. While it is entirely likely that the Chamber can and will be of direct and material assistance to you, it is absolutely certain that its program is directly helpful to all businesses and to professional men and women. If business volume can be increased and payrolls kept growing--it will mean more business and greater prosperity for all.

I don't like the way they run things-particularly the way the Chamber handled "such and such" a proposition-

The Chamber is an entirely democratic organization. Its Board of Directors is a business in which you are financially interested. They will welcome your suggestions. Become a member and give them your support. It is quite natural that during the course of the year, the Chamber may take action on certain proposals not in accord with your views. It is run for the **benefit of the entire community**, and

JOIN YOUR CHAMBER NOW!

Date..... **Name of Firm**..... **Phone**.....

Business Address.....**Community Contact**.....

Mailing Address (if different).....**Dues This Year**.....

Number of Employees.....**Business Classification (see list)**.....

SPECIAL

BANKS	$1,000.00
Non-Profit Organization	75.00
Individual-Non-Business-Personal	25.00

PROFESSIONAL & BUSINESSS

Single Owner/Operator	$100.00
Up to 3 Employees	125.00
Over 3 Employees	150.00
Corporation	Negotiable
Utility Corporation	750.00

ANY PLAN FOR PAYMENT CAN BE ARRANGED. WE APPRECIATE YOUR SUPPORT AND ASSISTANCE IN OUR WORK FOR BELEN

The Greater Belen Chamber of Commerce

Annual Banquet

1989

OFFICERS

MICHAEL SANCHEZ . . . . *President*
Hub Furniture Co.
864-4536 or 865-0295

CORTEZ KIBBLE . . *President-Elect*
Valley Improvement Association
865-9033

PAUL BACA . . . . . *Vice President*
Baca Auto Sales
864-8667

KANDY CORDOVA . . *Past President*
Valencia County Clerk
865-9681

MICHAEL MONTOYA. . . . *Treasurer*
Ernst & Whinney
884-3700 or 865-9238

CHARLIE SMITH *Executive Director*
Greater Belen Chamber of Commerce
864-8091

BOARD OF DIRECTORS

LUZ CHAVEZ **864-4488**
Ranchers State Bank

WILLIAM KERR **864-4169**
Tampa Electric (Retired)

DEL WASHINGTON . . . **865-9596**
University of N.M. Valencia Campus

RON TABET **864-2428**
Tabet Insurance

RONNIE TORRES **864-4337**
Hair Innovations

DICKY ROMERO **864-8501**
Romero Funeral Home

CLIFF SOMERS **864-7447**
KARS Radio

VICKI SAIZ INMAN **864-5000**
Public Service Co. of N.M.

HOWARD KERCHEVAL . . **864-5772**
First National Bank of Belen

SANDY SCHAUER **864-4472**
Valencia County News Bulletin

ROSIE COX **864-7550**
Century 21, Cree Realty, Inc.

MANUEL BIBIANO. **864-8221**
City of Belen

DELFIDO CONROY. **864-4407**
Williams, Conroy & Sims, Attys. at Law

JACK TEIKEN **864-4409**
Baca Pontiac, Buick, GMC

LARRY SANCHEZ **864-3178**
Morning Star Nursery and Garden Center

GREATER BELEN CHAMBER OF COMMERCE

ANNUAL BANQUET

Tierra del Sol Country Club
Saturday, January 21, 1989

PROGRAM

Welcome. . . . . Michael Sanchez
1989 President

Pledge of Allegiance . . . . . Cortez Kibble
President-Elect

Invocation. . . . . Paul Baca

BON APPETIT

Introduction of Head Table & Dignitaries . . . . . Michael Sanchez
1989 President

Installation of 1989 Officers . . . . . Kandy Cordova
Outgoing President

Recognition of Outgoing Board Members . . . . . Michael Sanchez

Introduction of Guest Speaker . . . . . Kandy Cordova

GUEST SPEAKER

The Honorable Rebecca Vigil-Giron
Secretary of State of New Mexico

Citizen of the Year Award . . . . . Michael Sanchez

Closing Remarks . . . . . Charlie Smith
Executive Director

DANCE

Music by Ron Bryant

1989 SCHEDULED SPECIAL EVENTS

FEBRUARY
ANNUAL MEMBERSHIP DRIVE

MARCH
BUSINESS AFTER HOURS

APRIL
SPECIAL STUDENT RECOGNITION LUNCHEON

MAY
SHOP YOUR LOCAL MERCHANT PROMOTION

JUNE
RIO VALLEY FESTIVAL
BUSINESS AFTER HOURS

AUGUST
VALENCIA COUNTY FAIR PARADE

SEPTEMBER
BUSINESS AFTER HOURS

OCTOBER
CHAMBER ROAST

NOVEMBER
CHAMBER RETREAT

DECEMBER
ANNUAL CHRISTMAS PARADE
ANNUAL CHRISTMAS HOUSE LIGHTING CONTEST

Chamber General Membership Meetings every 2nd Tuesday
Place to be announced

Chamber Board Meetings every 4th Tuesday
Chamber Board Room

BOARD OF DIRECTORS

Sandy Schauer (1984)
Valencia County News-Bulletin
Jim Trump (1984)
Sandia Savings & Loan
Luz Chavez (1984)
Ranchers State Bank
Michael Sanchez (1984)
Hub Furniture Company
John Baca (1984)
Baca Auto Sales
Casey Luna (1985)
Casey Luna Ford & Mercury
Helen Hartel (1985)
Company del Fuego

Norma Chavez (1984)
Belen Real Estate Brokers
Pat Popp (1986)
KMLW-FM 98
Allen Douglas (1986)
Douglas Construction Co.
Jerry Kennedy (1986)
First National Bank of Belen
Jane Bliven (1986)
Belen Print Shop
Vangie Gabaldon (1984—appointment)
Greater Belen Economic Development Committee
Joe Maestas (1984—appointment)
4-M Land Company

Joline Ortega—Chamber Secretary

1984 COMMITTEES AND GOALS

COMMITTEES — **CHAIRMEN**

BUDGET AND FINANCE ..... **Gary Howard**
Gas Company of New Mexico
Jerry Kennedy
First National Bank of Belen

GOALS: Establish a budget for 1984. Work with committee chairmen on financial needs. Submit quarterly financial report to membership.

INTERNAL AFFAIRS ..... **SANDY SCHAUER**
Valencia County News-Bulletin
KANDY CORDOVA, Hub City Collections
GENE BUSTAMANTE, Public Service Company

GOALS: Ascertain and meet the needs of the chamber office and staff. Edit newsletter and help secretary with printed material essential for office procedures and effective communications.

ECONOMIC DEVELOPMENT ..... **JIM TRUMP**
Sandia Savings & Loan
PASQUAL ARMIJO,
Armijo & Williams Insurance

GOALS: Represent Chamber on the Greater Belen Economic Development Committee. Research and study ways to promote Belen.

MEMBERSHIP & WELCOMING ..... **PASQUAL ARMIJO**
Armijo & Williams Insurance
GENE BUSTAMANTE
Public Service Co.

GOALS: Conduct membership drive in February, 1984. Increase membership 60%. Work to meet new businesses and or-
izations.

SPORTS & RECREATION ..... **ALLEN DOUGLAS**
Douglas Construction Co.

GOALS: Communication and involvement with local government for improvement and expansion of recreation facilities in the greater Belen Chamber area. Promote more community involvement and participation in school athletic events. Support and/or help Special Olympics with manpower. Honor persons who have special athletic talents or have excelled in sports competitions. Stress, through the Chamber, the importance of varied recreational facilities as assets for attracting people to our community. Help promote the importance of exercise through sports and recreation as an essential entity in our society which will be done via experts in the field of health and sports.

POLITICAL AWARENESS ..... **HELEN HARTEL**
Company del Fuego

GOALS: To keep informed on pending political decisions that have an effect on the business climate in Belen. To keep in contact with our elected officials, both locally and statewide, along with other Chambers' Political Action Committees. To express our opinions regarding legislative decisions affecting business in our area. To have a viable and unified voice regarding issues that affect us as businessmen/women. Conduct public forums with our elected officials. To have unified representation at all local public meetings.

EDUCATION COMMITTEE ..... **PAT POPP**
KMLW-FM 98
NORMA CHAVEZ
Belen Real Estate Brokers

GOALS: Liaison to UNM Valencia County Branch College and the Belen Board of Education.

1984 Greater Belen Chamber of Commerce

Officers

Pasqual Armijo..... President
Armijo and Williams Insurance

Gene Bustamante..... President-Elect
Public Service Company of New Mexico

Kandy Cordova..... Vice President
Hub City Collections

Gary Howard..... Treasurer
Gas Company of New Mexico

1984 SCHEDULED SPECIAL EVENTS

FEBRUARY

Membership Drive . . . . . Gene Bustamante
Feb. 7 and Pasqual Armijo

MARCH

All City Talent Show . . . . . Jane Bliven
March 3 Bill & Cricket Kerr

APRIL

Chamber/KARS . . . . . Ronnie Tabet
April 12

JUNE

Trades & Crafts Show . . . . . Kandy Cordova
June 9 & 10 and Allen Douglas

AUGUST

Valencia County Fair Parade . . . . . Michael Sanchez

OCTOBER

Annual Chamber Roast . . . . . Norma Chavez

Greater Belen Chamber of Commerce

The Harvey House 864-8091

Greater Belen Chamber of Commerce Newsletter

P.O. Box 818
511 Reinken Ave.
Belen, N.M.
864-8091

July, 1983 Sandy Schauer, Editor Number 6

FIRST ANNUAL ARTS, TRADES & CRAFTS FESTIVAL PROVES A SUCCESS!

If you weren't at Anna Becker Park on June 11 you missed a highly successful Arts, Trades and Crafts Festival.

A total of 72 booth participants were registered with items offered ranging from paintings to belts to all types of food. Under the capable leadership of Chairmen Allen Douglas and Conde Cordova entertainment was provided for a majority of the day and everyone who attended seemed to have a good time.

Several people also won prizes that were donated for the event including a gas grill by Gas Company of New Mexico and a savings bond by First National Bank of Belen. Several other businesses participating also offered prizes to those who registered.

The committee wishes to thank the following people--the Festival Committee, the City of Belen, the Belen Public Schools, Jim Schroeder, the Zodiac Band, Bobby Buttram, Gary Johnson, Tony Baca, Groupo Alegre, the Senior Citizens, Cricket and Bill, Marty Trujillo and Charles Diebold.

Plans are already in the works for next year's festival which undoubtedly will be bigger and better.

NEW BOARD MEMBER

John Baca of Baca Pontiac in Tierra del Sol is a new member of the Chamber Board of Directors. We welcome John to this post.

NOMINATIONS COMING UP SOON

And speaking of the Board of Directors, the time is near to vote on new directors to take office at the annual banquet in January.

A nominating committee has been appointed to come up with nominees and voting will be in August.

JULY'S MEETING SET FOR THE 12th

Due to the July 4th Holiday, the monthly meeting has been changed to July 12 at the Tierra del Sol Country Club at noon.

Please attend to keep up on all that's happening with the Belen Chamber of Commerce.

FAIR TIME'S A COMING! (AND SO IS THE PARADE)

The annual Valencia County Fair will begin August 25 and continue through the 28th at the Valencia County Fairgrounds north of Belen.

The annual parade will be Saturday, August 27 under the organizational talents of president-elect Pasqual Armijo.

Parade Marshal for 1983 is Bill Place, Los Lunas Police Chief who also wears many other hats for the Village of Los Lunas. We will be honored to have him lead us in the Valencia County Fair Parade.

Call the Chamber if you want to reserve space in the parade--it's never too early and we want to have a long string of entries for the viewers to appreciate.

PICNIC POSTPONED

The Chamber Picnic has been postponed under the fall after a decision by the Board of Directors at their June meeting.

CHAMBER OFFICERS

President.....Norma Chavez, 864-3600
President-Elect.....Pasqual Armijo, 864-8796
V.P./Treasurer.....Gary Howard, 864-7776

BUSINESS HIGHLIGHTS

(In each newsletter we will highlight Chamber businesses so we can get to know our fellow members better)

Dolly's Tortilla Factory is the newest business enterprise of Celedon and Dolly Trujillo.

Located at 208 Becker, the Factory is the latest addition to their other businesses there--Dolly's Mexican Kitchen and Cele's Pool Hall. The Kitchen has been open for the last five years.

The Trujillos operate them all with the help of their son, Lawrence.

Stop by and enjoy some of their delicious food.

****

The first edition of what is now the Valencia County News-Bulletin came out on June 11, 1910 bearing the dual names of 'El Hispano Americano' and 'The Belen News.'

The first issues were partly printed in Spanish and partly in English. First publisher was Saturnino Baca, a prominent educator of his day, who produced it in a shed next to his home.

Since that time, the paper has been through several ownerships and been published from once to three times weekly. Currently it is published on Sunday and Wednesday.

Perhaps one of the longest owners was Carter Waid, former director on the Chamber Board and former Belen mayor, who is still active in the Belen community.

OFFICE ACTIVITY

The May log for the Chamber office shows the following activity--

Incoming calls.....	197
Walk-ins.....	155
Mail.....	284
Total	636

HARVEY HOUSE UPDATE

Dues to the efforts of the inmates of the Los Lunas Correctional Center, efforts to renovate the Harvey House are progressing at a rapid rate.

Several inmates work every day on the facility doing much of the hard work such as tearing out walls, painting, digging trenches, ett. This is part of an organization called Prison Fellowship which is partially spearheaded by David Lujan of Belen. The men are scheduled to work indefinitely under the direction of the Harvey House Committee.

The Chamber Board has voted to make an offer to the Harvey House Committee for the Chamber to rent space in the building. Tentatively this would be in the southwest corner of the main floor. A conference room is adjacent which can be used by the Chamber as well as other groups (scheduled in advance).

This is an exciting project in Belen and if you get a chance go by the Harvey House. Changes in its facade are already apparent and more and more is being done every day.

AT HOME AT 511 REINKEN

Just a reminder--The Chamber is currently being housed at 511 Reinken Avenue in space being donated by Armijo and Williams Insurance. A date for moving elsewhere has not been set and all be informed when it happens.

The phone number is still the same.

THANK YOU ALL!

Thanks to the volunteers who kept the Chamber office open during Ralphie's vacation the last two weeks in June--Kay Lennon, Florinda Gallegos, Rick Gilbert, Anne Fernald and Diane Philips.

THE HUB CITY

Greater Belen *Chamber Of Commerce*

P.O. Box 818 • Belen, New Mexico 87002

Greater Belen Chamber of Commerce Newsletter

The Harvey House
P.O. Box 818

Belen, N.M.
864-8091

July, 1984 Sandy Schauer, Editor Vol. II, No. 7

JULY MEMBERSHIP MEETING SET FOR 10th

The monthly membership meeting will be held Tuesday, July 10 at Little Anita's Restaurant, Sixth and Rëinken.

It will be a special event as it will be in honor of the ex-Presidents of the Greater Belen Chamber of Commerce. A plaque will be presented to current president Pasqual Armijo which names the presidents over the past 40 years which will hang in the Harvey House.

Several former presidents will be attending the meeting so make your reservation today with the Chamber office at 864-8091.

Those at the meeting will be ordering off the regular menu.

FAREWELL TO AN OLD AND TRUSTED FRIEND

It is with regret that we watched the closing of Feil and Ellermeyer's doors recently.

F & E had a long history of serving the greater BElen community. Several generations furnished their homes and clothed their families thanks to the faithful employees.

Much good health and good wishes go to Herb and Claire Ellermeyer and thanks for the years of service to the community.

CALENDAR OF EVENTS

Membership Meeting.....July 10
Board of Directors Meeting.....July 24
Membership Meeting.....August 14
County Fair Parade.....August 25
Board of Directors Meeting...August 28

MORE FESTIVAL BOOTHS.....

Also, Zodiac Home; NM Country Music Assn; BHS Flag Corp.; Paul Manfred Smith; Alex's Carpet Sales; Pauline Hallot

SECOND ARTS, CRAFTS & TRADES FESTIVAL IS ROARING SUCCESS

Thousands of People visited the many booths that were in Anna Becker Park for the Second Annual Arts, Crafts and Trades Festival sponsored by the Chamber of Commerce.

Thanks go to the many Chamber volunteers who gave of their time and effort to make it such a success. Kandy Cordova and Allen Douglas chaired the project which brought unknown dollars to the community and to businesses at the park and in town.

The following is a list of exhibitors and those who sold food at the event held June 9 and 10--

Lois Green and LeRoy Metzgar; Gordon Jemeyson; Dennis Taylor; Margarett Swinson; Pilot Club of Belen; Pals Softball League; Senior Citizens Project Center; Betty Mack; Marilyn Meach and Norma Wright; Laurie Searcy Pottery; Dirk and Jan Schneider; Helen Snyder and Lucia Vigil; Sylvia Sanchez and Evelyn Neal.

Also Elizabeth Wilkinson; Jean'ne Lemon; Mane Dimensions; St. Mary's Home and School Association; Eulalia Taffe; Agnes O'Brien; Data Broadcast Systems; First National Bank of Belen; BEtty Dison; Laurel Drew & Cuvier Alan McGarr; Doug Carmichael; Hub City Civitan; Lisa Emmett; Arte de Casa; Ranchers State Bank; Julia Jordon; Belen Fire Dept. and Rescue 8; KARS Radio; Knights of Columbus; Alkay Enterprizes; Isauro Madrid.

Also Tom & Mandira Williamson-Feldvebel; Willard Schroeder; Century 21-Altura Realty; Sissy Franzoy; Valencia Co. Board of Realtors; Blue Canyon Jewelry; Adele Repp and Rose O'Boyle; Shannon's Ceramics; Presbyterian Church; Catholic Daughters of America; Hypnosis Training Research Center; Bennie Johnson; Micah Shoes; Popcorn Unlimited; J's Jean and Things; Georgeoff Gallery; LLHS Cheerleaders; Linda Anderson and Susan Forcum; Anne's Imagination; H. Caldwell Motor; Carla Bryant; Alex Griego, Casey Luna Ford & Mercury; Loreene Caywood & Goodson; Janice Swank; Baca Motor Co.

(See Column to the Left)

BUSINESS HIGHLIGHTS

(Each month we will highlight a Chamber business)

Dry Cleaning is the name of the game at Society Cleaners, Second and Reinken, in Belen.

The business was purchased 13 years ago by Jerry and Neva Cook. Jerry has since passed away and Neva is now Neva Cook Sullivan.

In addition to dry cleaning, the business also does professional cleaning and pressing, alterations and has a uniform rental business. They do some pickup and delivery of these items.

Eight people are employed there including two Cook children--Sue and Robert.

* * * * * *

Edward F. and Helen K. Hartel came to the Belen area to retire. Instead they formed Company del Fuego in 1979 which is located at the corner of Horner Street and Highway 6 in Tierra del Sol.

The company is a combination of construction (commercial and residential) and real estate (land, commercial, etc.). There are 12 employees including a broker, salespeople and construction people.

The Hartels have a 36 year background in construction. In the Belen area they have built close to 60 homes. Both the Hartels are active in the Valencia County community.

HELP FOR THE TRANSIENT RELIEF ARRIVES

A plea for financial aid for the Transient Relief Fund has resulted in contributions of $400 to that fund. This enables the Chamber fo continue its maintenance of this program which aims at keeping transients from directly approaching local businesses.

Donations have been received from Public Service Co. of New Mexico, Mr. and Mrs. Ralph Castillo, Glenn and Ida Oliver, Stamps Music Company, Ranchers State Bank, Pucci Distributing Company, Mary Sanchez, Romero Funeral Home and Willima O. Nelson.

Also giving donations were Herb Hansen, Mid Valley Insurance, Armijo and Williams Insurance, Horizon Corporation, Alco-Duckwall Stores, H. Caldwell Motor Company and Horizon Corporation.

If you have not had a chance to send your check in to the fund so that transients can be taken care of without bothering businesses, please do so. It has a long history and is beneficial for the community.

WELCOME NEW MEMBERS!!!!

Welcome to the following new members of the Greater Belen Chamber of Commerce--

Vivian's Print and Copy.
Culligan Soft Water.
Dr. Guy Hufford (Belen Optical).

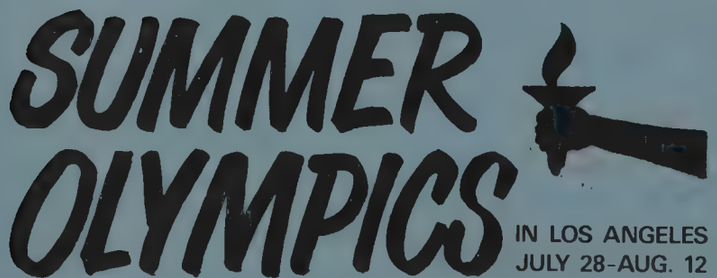
USEFUL TELEPHONE NUMBERS

Pasqual Armijo, President.....864-8796
Gene Bustamante, President-Elect.....864-7426
Kandy Cordova, V.P.....864-4422
Chamber office.....864-8091

THE HUB CITY

Greater Belen *Chamber Of Commerce*

P.O. Box 818 • Belen, New Mexico 87002



Greater Belen Chamber of Commerce

1982

Community Progress Through Participation

OFFICERS

President ..... PHIL H. MARTINEZ, JR.
Belen Big-O-Tires, Inc.

President-Elect ..... NORMA CHAVEZ
Norma Chavez Realty

Vice President ..... PASQUAL ARMIJO
Manuel Lujan Agency

Executive Secretary ..... RALPHIE MOYA

Treasurer ..... EDDIE DEANDA
First National Bank

BOARD OF DIRECTORS

LUZ CHAVEZ
Ranchers' State Bank
TOM COLLINS
Belen Office Supply
MICHAEL SANCHEZ
Hub Furniture Co.
SANDY SCHAUER
Valencia Co. News-Bulletin
JIM TRUMP
Sandia Savings & Loan
MARTIN PADILLA
Santa Fe Railroad

BOB DAVEY
Valley Improvement Assn.
BUD BLIVEN
Belen Print Shop
KEN NICHOLS
A La Carte Photography
GARY HOWARD
Gas Company of NM
HELEN HARTEL
Company del Fuego
VIVIAN MEDLEY
Vivian's Print & Copy

JEAN SMITH Public Service Company

1982 GOALS

COMMITTEES — CHAIRPERSON

RESTORE TOWN PRIDE.....DIANNE TAPPE
Mariposa Arts & Crafts

Goals: Promote cleanup projects for the City of Belen in conjunction with the City; sponsor special Beautification Award; promote a Spring and Fall Cleanup Day. Assist in other Chamber projects within area of responsibility.

BUDGET AND FINANCE..... EDDIE DEANDA
First National Bank

Goals: Assist the President and President-Elect in setting up a proposed budget; develop ways and means in which the Chamber can operate within established budget guidelines; assist other committee chairmen in all financial matters.

ECONOMIC DEVELOPMENT.....
PASQUAL ARMIJO Manuel Lujan Agency
JIM TRUMP Sandia Savings & Loan

Goals: Carry out responsibilities in the Greater Belen Economic Development Committee and speak for the Chamber in any matters which may be brought before it. Pasqual has been appointed to serve for a three year term on the committee and Jim for five years. Assist the Board of Directors in carrying out other goals and objectives.

(continued on back page)

1983

Greater Belen Chamber of Commerce

OFFICERS

President ..... **NORMA CHAVEZ**
Norma Chavez Realty

President-Elect ..... **PASQUAL ARMIJO**
Armijo-Williams Insurance

Vice President/Treasurer ..... **GARY HOWARD**
Gas Company of New Mexico

Executive Secretary ..... **RALPHIE MOYA**

BOARD OF DIRECTORS

GENE BUSTAMANTE
Public Service Company

GLENN OLIVER
Belen Public Schools

TOM COLLINS
Belen Office Supply

MICHAEL SANCHEZ
Hub Furniture Co.

SANDY SCHAUER
Valencia Co. News-Bulletin

JIM TRUMP
Sandia Savings & Loan

JERRY LANE
KARS Radio

CASEY LUNA
Casey Luna Ford-Mercury

EDDY DEANDA
First National Bank

BUD BLIVEN
Belen Print Shop

KANDY CORDOVA
Hub City Collections

HELEN HARTEL
Company del Fuego

ALLEN DOUGLAS
Douglas Construction Co.

LUZ CHAVEZ
Ranchers' State Bank

1983 COMMITTEES AND GOALS

COMMITTEES — CHAIRPERSON

INTERNAL AFFAIRS..... SANDY SCHAUER
Valencia County News-Bulletin

GOALS: Ascertain and meet the needs of the chamber office and staff. Set up criteria for Chamber Blue Card. Change bylaws where necessary. Edit newsletter and help secretary with printed material essential for office procedures and effective communications.

BUDGET AND FINANCE..... GARY HOWARD
Gas Company of New Mexico

GOALS: Establish a budget for 1983. Work with committee chairmen on financial needs. Submit quarterly financial report to membership.

ECONOMIC DEVELOPMENT.....
JIM TRUMP, Sandia Savings & Loan
PASQUAL ARMIJO, Armijo & William Insurance

GOALS: Represent Chamber on the Greater Belen Economic Development Committee. Research and study ways to promote Belen.

COMMERCIAL LIAISON.... LARRY EDWARDS
Public Service Compnay

GOALS: Offer assistance to new and existing smaller businesses. Keep abreast of vacant commercial buildings. Visit all new businesses. Hold weekly informal meetings for members to stay current on local events.

MEMBERSHIP & WELCOMING.....
NORMA CHAVEZ, Norma Chavez Realty
PASQUAL ARMIJO

GOALS: Conduct membership drive on February 1, 1983. Increase membership 60%. Work with commercial liaison committee in meeting new businesses and organizations.

RETAIL MERCHANTS.....
JERRY LANE, KARS Radio
WAYNE WEATHERFORD, C.R. Anthony's

GOALS: Organize sale in February. Seminar for retail merchants. Conduct business survey.

SPORTS & RECREATION... ALLEN DOUGLAS
Douglas Construction Co.

GOALS: Communication and involvement with local government for improvement and expansion of recreational facilities in the greater Belen Chamber area. Promote more community involvement and participation in school athletic events. Support and/or help Special Olympics with manpower. Honor persons who have special athletic talents or have excelled in sports competitions. Stress, through the Chamber, the importance of varied recreational facilities as assets for attracting people to our community. Help promote the importance of exercise through sports and recreation as an essential entity in our society and this will be done via experts in the field of health and sports.

POLITICAL ACTION COMMITTEE.....
MICHAEL SANCHEZ, Hub Furniture Co.

GOALS: To keep informed on pending political decisions that have an effect on the business climate in Belen. To keep in contact with our elected officials, both locally and statewide, along with other Chambers' Political Action Committees. To express our opinions regarding legislative decisions affecting business in our area. To have a viable and unified voice regarding issues that affect us as businessmen/women. Conduct public forums with our elected officials. To have unified representation at all local public meetings.

EDUCATION COMMITTEE.... GLENN OLIVER
Belen Public Schools

GOALS: Liaison to UNM Valencia County Branch College. Establish "pool" of businesspersons to teach seminar to high school students on "How to Spend Money Wisely."

1983 SCHEDULED SPECIAL EVENTS

FEBRUARY

Membership Drive..... Norma Chavez and Pasqual Armijo

MARCH

All City Talent Show..... Ronnie Tabet and Mayor Boleslo Lovato

APRIL

Chamber/KARS Radio Auction..... Ronnie Tabet

JUNE

Trades & Craft Show..... Kandy Cordova and Allen Douglas

JULY

Chamber Picnic..... Gene Bustamante

SEPTEMBER

County Fair Parade..... Pasqual Armijo

OCTOBER

Annual Chamber Roast..... Eddy Deanda

GREATER BELEN CHAMBER OF COMMERCE
ANNUAL BANQUET
TIERRA DEL SOL COUNTRY CLUB
SATURDAY, JANUARY 9, 1982

**** PROGRAM ****

Welcome ..... Jean Smith

Master of Ceremonies ..... Norma Chavez
President-Elect

Invocation ..... Joe Strotman
Pastor, Belen Christian Church

Pledge of Allegiance ..... Pasqual Armijo
1984 President-Elect

**** DINNER ****

Introduction of Head Table

Installation of 1982 President ..... Jean Smith
Presentation to 1981 Presidents ... Phil Martinez Jr.
Introduction of Guest Speaker ..... Norma Chavez

U.S. SENATOR PETE DOMENICI

**** DANCE ****

Music Presented by SAGEBRUSH

EDUCATION..... GLENN OLIVER
Belen Public Schools

Goals: Establish liaison with school system to assist in establishing school curricula; establish a talent pool of available merchants to present a seminar to both juniors and seniors of what to expect in the 'real world;' establish liaison with school organizations to render any assistance the BOD or Chamber may be able to provide.

LEGISLATIVE/GOVERNMENTAL AFFAIRS.....
BENNIE SANCHEZ, Hub Furniture Company

Goals: Attend 1982 Legislative Session; attend the Annual Business Leaders Legislative Clinic; liaison with our representatives and senators at the local and state levels; respond to local, state and national issues as developed and approved by chamber; keep the chamber informed on legislative matters; and assist in preparing chamber resolutions or petitions to government agencies and/or offices.

MEMBERSHIP AND WELCOMING.....
PHIL H. MARTINEZ, Big-O-Tires, Inc.
NORMA CHAVEZ, Norma Chavez Realty

Goals: Conduct membership drive; update membership dues structure; personal contact with new businesses and new organizations; provide publicity for new Chamber members.

PUBLICITY..... VIVIAN MEDLEY
Vivian's Print & Copy

Goals: Maximize coverage of Chamber activities; promote media coverage of upcoming Chamber events; assist in preparing the monthly Chamber newsletter.

RETAIL..... MICHAEL SANCHEZ
Hub Furniture Company

Goals: Assist all local area merchants in any endeavors which will enhance doing business in Belen; promote anniversary sales among the merchants; establish liaison with all merchants and advise the Board on ways to improve sales in the area.

SPECIAL EVENTS .....
RONNIE TABET, Tabet Insurance
CLARENCE MURRAY, Murray Enterprises

Goals: Promote, organize and administer the 1982 Radio Auction Fund Raiser in March; assist and promote in the 1982 Valencia County Fair Parade; assist and promote an Arts & Crafts Fair; assist and promote a Concerts in the Park Program; assist and promote the annual Chamber Roast Program; assist and promote "Amateur Talent Night."

Greater Belen Chamber of Commerce Newsletter

The Harvey House
P.O. Box 818

Belen, N.M.
864-8091

August, 1984 | Sandy Schauer, Editor | Vol. II, No. 8

PRESIDENTS HONORED AT JULY MEETING

A plaque listing all presidents of the Belen Chamber of Commerce since its inception in 1940 was presented by Sandy Schauer to Pasqual Armijo, current president, at the July meeting.

Present for the meeting were several former presidents including Austin Lovett, Marvin Trembly, Gillie Sanchez, Salo Garcia, Carter Waid, Bennie Sanchez, Raoul Cordova, Jerry Lovett, Fidel Tabet, Luz Chavez, Bob Farrell, Willie Giron, Nick Romero and Norma Chavez.

Austin Lovett, who served as the president from 1945 to 1947, told the group of its early days.

Initially named the Acme Club and located at First and Reinken in Belen, the business club later became known as the Heyday Club.

In 1918, Lovett said, the organization was known as the Commercial Club and was located where the Masonic Hall now is.

The plaque has been placed on permanent exhibit in the Chamber offices at the Harvey House. There is space for several more president's names to be added to the list.

UP WITH PEOPLE TO BE IN LOS LUNAS

"Up With People," a youthful singing organization, will be presenting two concerts in Los LUnas--at 8 p.m. August 22 and 23.

The group is currently looking for host families for the 140 students involved. They will be in the area from the evening of Aug. 21 through the 23rd. Those who are interested can contact Janice or Marieke at 865-9757 in the evenings (these young ladies are members of the organization).

The Optimist Clubs of Los Lunas and Belen are sponsoring the concerts which will be held at the Los Lunas High School Auditorium.

The Valencia County Fair will be held August 23 through 26 at the county fairgrounds north of Belen.

A highlight of the fair is the Fair Parade sponsored by the Greater Belen Chamber of Commerce. This year's chairman is Michael Sanchez, Hub Furniture Company.

Line-up for the parade begins at 8 a.m. Saturday, August 25. The parade will begin at 10 a.m. at Adam's Market on South Main Street and will proceed north to the Circle K at Aragon and North Main.

Entries are already coming in for the parade thanks to the entry forms which ran in the Valencia County News-Bulletin. If you are planning on being in the parade, get your entry form in as soon as possible.

We want to make this the biggest and best fair parade ever so put your best foot forward.

PLAN NOW FOR THE RETREAT

The annual retreat for board members and anyone interested in attending has been set for Oct. 5 and 6 in Las Cruces. The site will be the Holiday Inn de Las Cruces.

President-Elect Gene Bustamante is still firming up plans but tentatively set are a Saturday dinner at the Double Eagle in Mesilla and the Saturday morning planning meeting.

AUGUST MEETING SET FOR THE 14th

The monthly meeting will be held Tuesday, August 14, at the Tierra del Sol Country Club. Guest speaker will be from the University of New Mexico-Valencia Campus.

Cost of the meal will be $5.25. Make your reservations now.

BUSINESS HIGHLIGHTS

(Each month we will highlight a Chamber business)

It was September, 1976, when Marge and Tom Collins opened the Belen Office Supply at 205 South Main in Belen.

They settled in Belen after living in Las Vegas, Nev., for 19 years. Tom said they liked the Belen area when they looked at it and saw a need for an office supply which is why they chose here.

Among the items they sell are office supplies, furniture, art supplies and computer incidentals.

Marge has now retired from the store to play more gold so Tom now runs it with the help of Kurt Swope and two other employees. Tom is active in the Rotary Club and has served on the Chamber board.

CHAMBER SUPPORTS FIRE ACADEMY

The Chamber Board of Directors voted to send a letter of support to the appropriate agencies for the placement of the new State Fire Academy in the greater Belen area.

Board member Casey Luna serves on a committee which is investigating where to place the new facility.

IT'S ELECTION TIME! SEND YOUR BALLOT IN NOW!!!!

It's time for the annual election to the Board of Directors of the Greater Belen Chamber of Commerce.

Enclosed is a ballot on which there are 13 candidates. Please mark five which are your choice to elect to the board.

Outgoing board members include Luz Chavez, Ranchers State Bank; Bennie Chavez, Sandia Savings; Sandy Schauer, Valencia County News-Bulletin; John Baca, Baca Motor; and Michael Sanchez, Hub Furniture Company.

Bennie Chavez and John Baca are eligible to be elected to the board as they are currently fulfilling appointments to terms vacated by others.

Here is the list of nominees--

Eric Jaramillo, Ranchers State Bank.
Bennie Chavez, Sandia Savings.
Delores Salas, Farmers Insurance Group.
John Baca, Baca Pontiac, Buick & GMC Truck.
Bill Kerr, retired.
Cliff Somers, KARS Radio 860-AM.
Ellen Syverton, Valencia County News-Bulleti
Zed Park, City of Belen Parks & Recreation.
Willie Jiron, Century 21-Altura Realty.
Ray Montoya, Mane Dimensions Hair Styling.
Tony Williams, Attorey at Law.
Carol Pino, Tierra del Sol Country Club.
Joe Maestas, Valencia County Commissioner.

DATES TO REMEMBER

Monthly Meeting.....August 14
Valencia Fair Parade.....August 25
Board meeting.....August 28
Monthly Meeting.....September 11
Yearly Retreat.....October 5 & 6

THE HUB CITY

Greater Belen *Chamber Of Commerce*
P.O. Box 818 • Belen, New Mexico 87002

BELEN, N.M. AUG 8 A 1984 87002

USA 20c

FREEDOM OF ENTERPRISE Week • Aug. 19-25

Belen Print Shop
214 S. 6th St.
Belen, New Mexico 87002

Greater Belen Chamber of Commerce Newsletter

February, 1985 Cliff Somers, Editor Vol.III, No.2

CHAMBER HONORS CITIZEN OF THE YEAR

BUSINESSMAN OF THE YEAR

During January's annual banquet Chamber selections for these top honors were announced. Mayor pro-tem, Gilbert Garcia, received the Citizen of the Year award. He is the owner of Gilbert Garcia & Son Locksmiths on Belen's Main Street.

Gilbert is best known for the dedication he shows to the city. He is tireless when it comes to going to meetings, serving on boards and just generally promoting the city he loves.

The January Chamber gathering also saw the naming of Casey Luna as Businessman of the Year. Casey's strong car dealership is important to the area economy, and his willingness to help worthy causes is widely acknowledged. Casey and his wife Beverly were at the podium to share the award together as it was presented by outgoing president, Pasqual Armijo.

SPECIAL BONUS ATTACHMENT AT "NO" EXTRA COST

Pat Popp and Zed Park of the Chamber Education Committee presented a "business survey" to the January meeting of the Chamber Board. The Committee is gathering information about hiring practices and needs of area employers. According to Pat the results could become part of a seminar or counciling program to help area students prepare for the job market.

If you mail it back to the Chamber office soon, you beat the postage increase.

IT'S THE BULK MAIL EXPERIMENT & MEMBERSHIP DRIVE

Each February the Chamber Board of Directors splits into two teams with each groups goal to sign up the most members to the Chamber's rolls. This year the date of the one day drive is February 6th, a Wednesday. The day will start with the board's weekly breakfast and end with a determination of who will serve dinner to whom. The team that signs up the most members on the 6th will be served a special dinner by the losing team. The service includes preparing the meal and cleaning up afterward. No paper plates allowed.

If you know of any business or individual, that you would like to make sure is contacted on the sixth, let Joline at the Chamber office know (864-8091).

Should it already be after the drive when the newsletter arrives, that leads to the other part of our headline. We will be experimenting with a bulk mailing of the newsletters. It could reduce the cost of the mailing by over 50 percent. However, the post office doesn't have to deliver bulk mail on the first day it receives it, so we'll just have to see how it works.

DATES FOR THIS MONTH

Feb. 12...membership luncheon, noon TDSCC

Feb. 26...board meeting, noon at Harvey H.

DATE FOR SOME OTHER MONTH

April 4...KARS/Chamber Auction

SITE AND DATE CHOSEN FOR THE 5th ANNUAL AUCTION

During the January meeting, the Board of Directors decided to move the date for the KARS/Chamber Auction to the first week in April. April 4th was the date selected.

This year the event will be hosted by McCasland Chevrolet-Oldsmobile, as from year to year the location of the auction is rotated among the new car dealers who are members of the Chamber.

The Auction will be a good chance for Chamber members to get acquainted with one of the newer Belen businesses. Danny McCasland recently purchased the dealership from Earl Caldwell.

Jerry Kennedy announced at the Board meeting that Eddie DeAnda, Bill Kerr and Cliff Somers will be helping with the organization. Ronnie Tabet has agreed to help with the announcing on the 4th, and will provide helpful hints to the organizers.

HANDY PHONE NUMBERS

President Gene Bustamante.....864-8796

President-Elect Kandy Cordova.....864-4422

Chamber Office.....864-8091

G.L.L.B.A. INVITES

The Greater Los Lunas Business Association has voted to invite some Chamber members to form a committee along with the Bosque Fms Business Association to promote general unity among the business groups in the county. The invitation should come shortly.

NEW EDITOR LEAVES SOMETHING OUT OF FIRST EFFORT

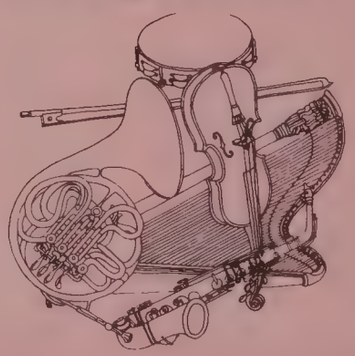
Eventhough Sandy Shauer has served the Chamber as newsletter editor, person who delivers the invocation at meetings and a lot of other positions, she is ready to entirely give up anything to do with this publication. However...you will still notice her touch this month.

She is still in charge of those little space filler things that only someone in the newspaper or printing business might have...and she told me, if I needed one she would provide it, so I purposely left out stuff from the column below.

HAVE A GOOD MONTH!

-- Cliff Somers

American Music Month



THE HUB CITY

Greater Belen Chamber Of Commerce
P.O. Box 818 • Belen, New Mexico 87002

BULK RATE
U.S. POSTAGE

Permit No. 81
Belen, NM
87002

★★★★★★★

Presidents' Day
FEB. 18

Valencia County News-Bulletin
P.O. Box 25
Belen, N.M. 87002

Greater Belen Chamber of Commerce Newsletter

VOL. No. 4 Joline Ortega, Editor April 1987

There's a New Guy in Town

Actually, there are two new guys in town. We would like to take this opportunity to welcome George Gorospe, the new publisher of the Valencia County News-Bulletin, replacing Gary Neal who has transferred to Coronado Island near San Diego. Welcome George! George has a wife and 3 1/2 children (we'll let George explain that one.)

Replacing Ted Aguilar at Anthony's is David Holloway from Abilene Texas. David has a wife and two children. Welcome to Belen, David!

Business of the Quarter

At our most recent Board of Directors meeting, Ann Sims presented a list of criteria for the selection of the "Business of the Quarter". As you may or may not know the selection of "Business of the Year" is made from the businesses that were awarded Business of the Month. 1986's Business of the Year went to the Circle T on south Main St. owned and operated by Gilbert Tabet for the last 28 years. This year the committee for nominations has set up new criteria and will make selections for Business of the Quarter (instead of each month) which will be choosen at the last Board of Directors meeting each period. The committee put together a criteria list which is as follows:

1. **Quality of Service**
   - a. Customer Satisfaction
   - b. Volume of Customers
   - c. Kind of Service Provided
   - d. Complexity of Service Provided
2. **Contribution to Community**
   - a. Money in In-kind Donations.
   - b. Civic Service.
3. **Employee Satisfaction**
   - a. Employee Satisfaction
   - b. Training of Employee
4. **Quality of Products**
   - a. Customer Satisfaction
   - b. Volume of Customers
   - c. Kind of Product
   - d. Complexity of Products Produced.

Although it is our desire to have all local businesses as Chamber members, the fact that some businesses do not belong to the Chamber, for one reason or another, will in no way disqualify these businesses from being considered as "Business of the Quarter".

If you have any suggestions on who you feel would be a good candidate for "Business of the Quarter", please contact the Chamber and we will be glad to relay the message to Ann.

How the West was Spun

Strange title? Not really. Andrew Nagen, an expert witness for appraisals and insurance claims, a broker and collector of fine Navajo and Hispanic weavings, will be our guest speaker at the next general membership meeting to be held on Tuesday, April 14, at the Tierra del Sol Country Club 12:00p.m. (noon).

Andrew Nagen can tell the age, the materials and regional style of a Navajo blanket or rug by looking at one square foot of the textile or even a photograph containing as little as one square foot of the weaving. Mr. Nagen has taught that 'you have to love what you are doing.'

Please call and let us know if you're coming and bring a friend!! It should be an interesting luncheon for us all!

***

April 15 is fast approaching. Here's a little poem to off-set the dreaded deadline. (courtesy of Gilbert Garcia)

ODE TO THE IRS

His horse went dead and his mule went lame,
And he lost six cows in a poker game:
Then a hurricane came on a summer day
And blew the house where he lived away.
An earthquake came when that was gone,
And swallowed the land the house stood on.
Then the tax collector came around
And charged him tax on the hole in the ground.

Anonymous

***

PLEASE, PLEASE, PLEASE!!! We need advertising materials for grab bags!!!!! (Pens, flyers, keychains, etc, whatever you have!)

A CIRCUS IS IN TOWN!!!

The Los Lunas Business Association is sponsoring a Circus to be held Sunday, April 26th. Two shows will be held, one at 2pm and the other at 4:30 pm at the corner of Don Pasqual and Main Sts in Los Lunas. Tickets will be available at the Belen Chamber office.

***

We hope that all of the local children and families enjoyed the carnival held recently in Belen. The carnival was in part sponsored by the Belen Chamber and Ruben Baca who graciously offered the use of his land next to the Golden Corral.
MANY THANKS TO RUBEN AND VINCE THOMPSON !!!

***

April board meeting, 27th, noon, at Becky's.

***

I know what you are thinking! This newsletter is extra long because we have a lot of ground to cover so just go to the next page and you will see what I mean.

name, address and telephone number on the board. The positions are now on sale from Band Booster Parents.

If you would like further information, please call Joline and she will refer you to the contact person.

***

Last but not least, you will find enclosed in this newsletter a list of material that is currently available in the Chamber office. This is only a small portion of what is available in the chamber office. Please come by and 'check it out'.

Greater Belen Chamber of Commerce
104 North First Street, Box 1
Belen, New Mexico 87002

BULK RATE
U.S. POSTAGE
Permit No. 81
Belen, NM
87002

Transient Relief Program

For years the Ministerial Alliance has sponsored the 'Transient Relief Program'. This program was set up to help those transients, who are in need of help, with some groceries and/or some gas to be on their way. The program has been instrumental in lifting some of the burden felt by businesses who have been approached at one time or another to help someone in this unfortunate situation.

The Greater Belen Chamber of Commerce has helped the Ministerial Alliance by doing the books and taking care of the financial transactions involved in this program. The funds have reached a point where it is time to ask for your donation. We ask that please send a check to the Transient Relief Program, c/o The Belen Chamber of Commerce, 104 N. 1st St. Box 1, Belen, NM 87002, as soon as possible. We need at least $1000.00 a year to operate this program. Your donation will be greatly appreciated.

***

Dear Boss,

...do you know what the week of April 13 through 17 is? You've got it! It's **National Secretary Week.** It is time to show your secretary just how much you appreciate the hard work, dedication and loyalty she has given since her employment. TAKE HER TO LUNCH! SEND HER FLOWERS! GIVE HER A BOX OF CANDY! Do one or all of the above. Come on it won't hurt a bit!

***

Belen's Rio Valley Festival

Moving right along.....

The committee for the Festival is hard at work making plans for the Triathlon, The Arts, Crafts and Trade Fair and Entertainment. But, we will need help to pull this thing off. This is a time when we all should pull our resources together to make this a successful event. Not just for the Chamber but for the businesses of Belen.

Remember, this is a perfect opportunity to advertise your business (it's cheap, too). $25. and a token gift (for drawings to take place all day) could be the best money you will spent all year on advertising. Let people know who you are and what you do and have fun all day, too.

Call Joline at 864-8091 for entry forms. It's first come first serve (we all know the best booths go first).

***

Trivia?

The Belen High School Band has a wonderful opportunity. That opportunity is to march in the Hollywood Christmas Parade.

Inorder to raise money the Band Boosters and students will be offering to the residents of Belen a new Trivia game called **Trifles.** Trifles includes questions about history, geography, science, entertainment and the arts of this area. A sample question might read "Who was the first Mayor of Belen?"

The monoply type game has 32 positions available for participating sponsors. Each sponsor will have their business

Greater Belen Chamber of Commerce

INFORMATION REQUESTS
3/23/87

Lists currently available (last print date)

Realtors (2/87)

Motels (?)

Resturants & Drive Inns (2/87)

Churches (?)

Public Schools (3/87)

Private Schools (2/87)

Organizations (3/87)

Materials Frequently Sent (Producer/last print date)	Cost to COC	Size
Belen Chamber of Commerce Brochure (COC/85)	D 1.50/500	5 x 11
Belen Profile (VC Economic Development Committee/80) Printed by PNM	Free	4 x 9
101 Facts on Belen (Valley Improvement Assoc/85)	Free	2 x 7
Teirra Del Sol-Golf Club (TDSCC/?)	Free	4 x 9
Where to go What to See (ST of NM/86)	Free	8 1/2 x 11
New Mexico vacation planner-Calender of Events (St of NM/87)	Free	8 1/2 x 11
Belen Glossy Color Brochure (VC Econ Dev Com/86)	Free	4 x 9
MAPS-Printed by FNB $1.00 to public (2oo remain)	Free	5 x 9
MAPS-Printed by NM State/free to public (ready 10/87)	Free	?
Government representatives-state and local	Free	8 1/2 x 11

Lists Needed/Info previously requested

News Publications-cost of subscriptions

Apartment Facilities-cost and rental terms

Historical sights/points of interest

Transportation facilities-Bus, rail, taxi, other

RV Parks/Mobile Home Lots and Dealers

Retirement Communities-Rio Communities

Calender of Events

Directory of Members

Museums

Tent camping/hiking and group facilities

RIO GRANDE EXPRESS January 1, 1980

Memories

Belen Chamber of Commerce meeting July 7th 1950. (Left to right) Clarence Guszon, Paul Dalies, Lefty Johnson, Vince Murphy, Charles Seery, Helen Campbell, Earl Peters, Mr. Leonard Murdock, Mr. Ted Lewis and Marvin Trembly.

BHHC 4-1-6-9

community Databank

ON THE AGENDA

Bosque Farms Planning and Zoning Commission

When: 7 p.m. Monday, Feb. 4, at village hall.

Agenda highlight

An attorney's interpretation of a village ordinance on conditional use.

Also on the agenda

• Approval of home occupation permits requested by Geoffrey Carpenter of Southwest Biomes Inc. at 1695 Smith Place and by Marisol Montaño of Los Lunas Cheer and Dance Co. at 500 Mistletoe.
• Updates on 770 Foxcroft and 2040 Bosque Farms Blvd.

Valencia County Commission

When: 10 a.m. Tuesday, Feb. 5, at the county courthouse.

Agenda highlight

A financial update on the budget.

Also on the agenda

• Final approval of Stage 3 of Manzerro Plaza.
• Request to amend zone maps made by Jerry Rodgers and Paul Wood in Belen; Gillie Garcia at 647 Jarales Road; Paul Shoemaker at 40 Forgotten Promise in Los Lunas; and Becky Tiley at 121 N. El Cerro Loop.
• A public hearing on an amendment to the county comprehensive ordinances on day care facilities.
• A public hearing and final consideration of an amendement of the county subdivision regulations on administrative fees and to the comprehensive zoning ordinance on filing fees.
• Facts and findings presented by the County Attorney.
• Establishment of a new restricted fund presented by Commissioners Gary Daves and Frank Pando.
• Participation in the New Mexico Unified Certification Program.
• Road project list of priorities for the 2002-03 fiscal year.
• Review and sign grant for the Rio Grande Estates Fire Department.
• Finalization on re-districting maps.
• Resolution extending time for use of annual leaves of absence.
• Establish committee to evaluate juvenile and adult detention.
• Request to go out to bid for architect services for animal control.
• A report on the Jarratt property and Village of Los Lunas authority, an informational only report.
• A jail monitor's report.

Belen City Council

When: 7 p.m. Monday, Feb. 4, at city hall.

Agenda highlight

Acceptance and dedication of phase II of Jardin del Belen Subdivision.

Also on the agenda

•A mill levy election presentation from Belen Schools Superintendent Dan Duran.
• An update on civil engineering construction ads and bid awards for the parking lot at the senior and recreation centers, modification of the treatment plant primary pump station and on Garcia Street.
• Updates on engineering projects on River Road, Al Seery Drive, the airport and city-wide collection system improvements.
• Update on architectural projects including the rec center, fire substation, skate park at the Multi-Purpose Community Center and legislative requests.
• A city manager's report.

UNM-Valencia Campus Advisory Board

When: 5 p.m. Tuesday, Feb. 5, at the UNM-VC administration building.

Agenda highlight

• Business operations report on the budget for the upcoming fiscal year.

Also on the agenda

• An update from the director.
• An instruction department update on a new college catalog, new business and technology courses, enrollment numbers at the child care center, adult basic education and the library.
• A report from program development on the Small Business Development Center and School-to-Work.
• Business operations report on the budget for the upcoming fiscal year.
• An update on Title V grant on Developing Hispanic Serving Institutions Program.
• A Student Senate update, including elections.

Belen Planning and Zoning Commission

When: 7 p.m. Tuesday, Feb. 5, at city hall.

Agenda highlight

A public hearing to annex property located on the north end of Gonzales Road.

Also on the agenda

• A public hearing and vote on rezoning property from R-2 to R-1A at 208 Bernard Ave. by Augie Olivares.
• Reconsideration of a one-year conditional use permit for a modular unit at 1310 E. River Road.
• Summary plat approval for property located off Camino del Llano and Christopher Road and at 1119 1/2 Camino del Llano.